

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIII NEW YORK, NOVEMBER 24, 1910.

No. 8.



The safest asset a manufacturer can have is a favorable opinion of his article held by those who have tried it. The more people who hold it the better for the manufacturer.

Such a man is to be envied: his plant may burn, his salesmen may leave, his competitors may cut, his jobbers may desert, but none of these things can destroy the goodwill towards a good article which resides in the minds of pleased consumers.

The buyer with her own ideas and her own cash to spend is a person that dealers must more and more reckon with. To give her such ideas is the object of good advertising.

If we should tell you how highly some of our clients value their advertised trade-marks it would tax your credulity; so likewise would the amounts which competitors have spent in the vain effort to displace them.

Have you a trade-marked specialty?

Philadelphia

New York

Boston

Chicago

WANTED— A SKEPTIC

THIS is addressed to the man who loves definite concrete proof better than arguments.

There is a portfolio at our office waiting for such a man.

It will give him a better idea of where the farmer trades, what he buys, how the merchant regards his trade, etc., than an actual trip over the field, just as the summary of a speech gives a sharper impression than the speech in full.

This portfolio contains photographs of the typical "trade-center" stores where the farmer buys; brief summaries of the stock carried; comparative sale records for advertised and non-advertised goods; statements of dozens of merchants regarding the value of the farmer's trade, what he buys, how he pays, etc.—and all gathered by actual "field work" within the past few months.



The man who will spend 15 minutes going through this portfolio will get a dozen ideas for better profits. Whether it leads him to use Standard farm papers or not it will give a clearer idea of trade conditions.

* * *

But please note this:—

Standard farm papers invite investigation. Their claim for your advertising rests on the solid basis of the extra measure of value they offer you.

Standard Farm Papers

are	The Oklahoma Farm Journal
	The Ohio Farmer
Farm	The Michigan Farmer
	The Breeder's Gazette
Papers	Hoard's Dairyman
	Wallaces' Farmer
of	The Kansas Farmer
	The Wisconsin Agriculturist
Known	The Indiana Farmer
	The Farmer, St. Paul
Value	Home and Farm, Louisville

Their remarkable advertising growth is the result, not of persuasive solicitation, but of facts and statistics laid before thinking men.

Just write "Send the portfolio" on a postal and sign it.

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row,
New York City.

Geo. W. Herbert
Western Representative
First National Bank Bldg.
Chicago

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THE HEART-SIDE OF SELLING.

HOW THE HUMAN APPEAL WINS IN ANY SELLING CAMPAIGN—THE ARGUMENT THAT GOES TO THE HEART AND IMAGINATION.

By Edward S. Babcox.

Advertising Manager, Yawman & Erbe Mfg. Co., Rochester.

A few evenings ago I heard Francis MacMillan in a masterful violin recital. The concert hall was crowded and in two hours the artist had not only played up on his violin, but also upon the varying emotions of an audience that literally hung upon every note.

In the middle of his program, after one number, he was applauded effusively. Back he came, bowing, two, three, yes, four times. Then suddenly the lights were lowered and rose-colored light flooded the stage, showing up the artist in half-silhouette as he came out for his encore. All was dark—almost invisible—except the artist, who seemed to say mutely—"Now I have them in my power; I've gotten their attention with my vigorous overture, and their interest I surely have, too; I'll move them now with something that will go to the heart."

And he did.

Softly in that pale, crimson light he played a beautiful "Meditation" that held his listeners in dumb appreciation. So faint were some of the notes that I had to strain to hear, and yet you could have heard a pin drop anywhere among those 3,000 listeners. First a simple theme, then the same with variations; and again, from his splendid climax back to the melody, which faded out of

your hearing as naturally as the lark's song when he soars upward.

Flash! The lights are on, and what do I see? Women with kerchiefs to eye. My feminine neighbor at my right ventured—"Aren't his harmonics beautiful?" And as she spoke the thought in her mind, a tear in her eye showed the feeling in her heart. Moved was that audience? Yes, sir, every listener was stirred deeply.

We admired his technique and his masterly rendering of difficult pieces, but his simple "Meditation" touched and moved every person present, and naturally evoked almost ceaseless applause.

His soft, wholesomely suggestive music—his true heart appeal—was his supreme performance.

What wouldn't a salesman give if he could manipulate his prospects as Francis MacMillan did that audience.

But he never will as long as he is guided solely by intellect. The mind may consider, weigh and perhaps decide. But the heart acts.

The story of a consumptive boy in the tenement and his daily inspiration from a U. S. soldier on a nearby bill-board, whom the boy dreams to be like when he "grows up," plays a big part in the sales arguments of a certain Chicago bill-board representative. He tells with no uncertain effect upon the heart-strings how this dying boy was carried daily from his "straw pallet" to the window to look at the soldier, and how the boy passed away talking of the soldier.

Perhaps there isn't very much real sales logic in such a narrative, but, nevertheless, when the right man tells you such a story and makes a cold, lifeless bill-board mean all that that bill-

board did mean to the dying boy, you are bound to give a bit of extra thought to the bill-board proposition if there is any possible chance to use it in your business.

This bill-board man said he never loses an opportunity to recite this incident to a prospect. And why?

Because it invariably strikes home and makes an impression which no end of strict and logical reasoning would make. Again the heart-appeal proves its efficiency.

HOW THE INSURANCE PEOPLE USE IT.

The other day an insurance man called on me, and after introducing himself he said—"Mr. Babcox, is Mrs. Babcox well provided for if you should drop dead on your way home to-night?"

He hit home right from the shoulder, and of course, got not only my attention but my interest—and convinced me that I had better make sure that my family would be cared for in case I should drop off.

That leading question made a great deal more impression on me than two hours of reasoning about dividends, premiums, payments, etc.

Mind you, I don't say that all this logical reasoning is not vital and essential in most, if not all, sales arguments. I do say that this element of selling, which has been so greatly emphasized in the past, is not all there is to the problem of distributing goods from maker to user.

Many insurance companies in their advertising use photographs of a home circle with the man of the house missing. Then under it they say—"Are they well provided for in case of your death?"

Of late I have been greatly impressed by the potent word pictures which Elbert Hubbard is drawing for the Equitable people.

I happen to have all the insurance I care to carry just now. But if I were the least bit in the market for insurance, such arguments would get my attention and interest more readily than many other lines of insurance arguments I have listened to and read. And

I happen to know that there are many other people who feel as I do on this question.

HOW THE OFFICE DEVICE PEOPLE GET AT YOU.

A few years ago one of the leading makers of adding machines sold its product through a mechanical demonstration of its machine. Its sales slogan, which was carried out in much of the advertising, was "Take the case off." Every salesman was trained in the mechanical intricacies and details of the inside construction of the machines, and thousands of the machines were sold to business men on that mechanical-superiority basis. But to-day this company sells more machines than all competitors combined, not by showing what the machine is, but by showing what it will do for the user. Most of the advertising goes after a man on the basis that "this machine will enable you to get more work done in less time." Then the company tells the man it is willing to show him HOW—without any expense on his part. When all this is demonstrated it tells the man that a corporation with so many million dollars capital stands behind every screw, nut and bolt in the machine, ready to replace it if it doesn't make good to the user's satisfaction.

One of the booklets has for its introduction a masterly clinching story, full of pictures of home and family life, etc. The whole thought is that "You, Mr. Business Man, ought to have one of these machines because it will enable you to make more time to spend with your home folks."

If I am not mistaken, the National Cash Register Company has followed a similar line and is now selling its product on the "what it will do for you" argument almost exclusively. And it tried the other way first.

The same vital, fundamental principle holds good in my own work. My observation is that a man is greatly more interested in a "Filing System that enables him to get home in time to dine with his family each night" than

in one if described, we'll say, as "A Filing System for 10,000 papers for \$125."

Sales logic is good. Psychology is good. I aim to study both. But I am convinced that the route from introduction to signed order can be short-circuited if the salesman will keep this heart-appeal thoroughly in mind.

SENTIMENT.

Do I hear you say that all this is simply a matter of sentiment? All right.

I don't care what you call it. I do know that if I were a salesman to-day I should build probably about 50 per cent. of my argument along these lines, and I wouldn't be surprised but what 75 per cent of it would be what you might call "sentimental" before long.

When I was a salesman I proved what I am saying here to my own satisfaction, and the type of arguments that was good five years ago, is good now.

Not all of us can use this powerful element of emotion in our sales work. I don't believe many men do use it to-day. Many who try, fall down because of a superficial knowledge of their p.b. One concern, though, has hit the nail on the head. I believe the Chalmers people have struck the long-awaited-for note in their recent copy. They show us there, that a motor car is desirable because it keeps us fit for business. It enables us to air-spray our brains daily. There's no dead weight of technical detail in their advertising; simply a gripping illustration—one that really illustrates—and an interesting story; and then one or two pointed reasons for Chalmers superiority in automobiles.

Read one of the recent Cha'mers ads and tell me—doesn't it make you more desirous for a motor car than any automobile copy you ever read? And if they can make us want a car, aren't we going to get it as soon as we are able? What more can you do in advertising?

At best, advertising simply goes around and rings doorbells and

finds out who is interested in the advertised product. Those who are interested it turns over to the salesman for him to sell.

So as advertising covers so much more ground than do personal salesmen, just so is there, in advertising, the more opportunity to appeal to people through this heart-channel.

A man's heart action pumps life blood through his body; so do the acts of men's hearts invigorate business by the orders they give—or cause to be given.

The man on the bridge guides the course of a ship; but the ship wouldn't get very far if it weren't for the throbbing, pulsing, driving engine down in the vitals. Control *that*—and you control the bulk it propels.

CHICAGO AGENCY ON NEW LINES.

Victor M. Johnson, secretary and general manager of the Free Sewing Machine Company, of Rockford, Ill., who has made an interesting sales record for his company, has resigned his position and is opening an advertising agency in Chicago. It is to be called the Johnson Advertising Corporation, and Mr. Johnson will be the president and largest stockholder. He will have associated with him A. B. Weinthrop, as vice-president, H. A. Bolt as secretary and C. Int-Hout as treasurer of the new company. All are experienced in the advertising business, and Mr. Bolt was up to recently the advertising and sales manager of the Free Sewing Machine Company.

Mr. Weinthrop is a printer and engraver of note, and Mr. Int-Hout is a copy writer, formerly with the Mahin Company. The Johnson Advertising Corporation has secured offices in the Steger Building in Chicago, and will specialize along distinctly sales-help and service lines in general advertising.

President S. C. Dobbs, of the Associated Advertising Clubs of America, has appointed E. St. Elmo Lewis chairman of the National Advertising Section.

E. A. Kendrick, for some time vice-president of the Matthews-Northrup Company, Buffalo, a large firm of printers, has been given charge of the typographical sales departments of the American Bank Note Company, whose big new plant in New York is nearing completion. Mr. Kendrick has had a very wide typographical and sales experience.

WHY THE RESALE PRICE PLAN OF MAINTENANCE IS GOOD.

NEW PLAN ADOPTED BY IVER-JOHNSON—THE FALLACIES OF PRICE-CUTTING—PART OF MAXWELL PAPER BEFORE NATIONAL HARDWARE CONVENTION.

By William Maxwell.

Sales-Manager of the Iver-Johnson Arms & Cycle Works,, Fitchburg, Mass.

I suppose that "judicious" price-cutting, if it means anything at all, means the adroit use of cut-price leaders in imitation of the big department stores. I notice that the department stores keep their advertised bargains pretty well scattered. Madame, in her zealous quest of them, picks her perilous way through ravishing displays of articles that arrest her attention and excite her desire to possess them, not because of their low price but because of their beauty and elegance.

I don't want to get personal, but, perhaps, I may be pardoned for reminding some of you how many times madame has fared forth in pursuit of a specific bargain and returned without that bargain, but with a collection of other merchandise that necessitated an immediate re-financing of her monthly allowance.

I submit that there is a vast difference between the department store and the hardware store—the department store, on the one hand, with its infinite array of merchandise that excites acquisitiveness on sight; the hardware store, on the other hand, with its comparatively limited number of strictly utilitarian articles that create no desire of possession in those who do not have an immediate and unmistakable need for them.

A vast preponderance of the hardware sold at retail in this country is purchased by people who have formed the resolution to buy before they enter a dealer's place of business. Utility and durability are qualities that are demanded more insistently of hardware than of any other kind

of merchandise. In no line of business can price cutting do less good or more harm.

From the days when coats of mail and swords and daggers were the chief commodities of the iron-monger's trade, down to the present time, the hardware merchant has been a specialist, and, like other specialists, his success is measured by the superiority of the service that he renders. Price cutting by the hardware merchant is like quackery by the doctor, and leads to the same results.

The hardware merchant who establishes the reputation of handling the best of everything, who is constantly alert to improve his advertising and selling methods, and who strives to give perfect service in every department of his business will be successful without cutting prices.

The fact, nevertheless, remains that the retail hardware dealers of this country believe in the principle of resale prices, and when they criticise or disagree, it is not with reference to the principle, but in regard to the manner in which the principle is applied.

There are two points upon which the retailer wants to have assurance before he grows enthusiastic over any manufacturer's proposal to establish resale prices:

First, he wants to know whether the manufacturer will establish prices that yield a satisfactory profit to the retailer.

Second, whether the manufacturer really intends to prevent price cutting on his goods or whether he is merely bluffing.

When satisfied on those two points, nine out of every ten will enthusiastically welcome the establishment of resale prices and give the manufacturer their loyal support in maintaining his prescribed prices.

They will go farther than that. They will give his goods a consistent preference over similar articles on which there is no protection against price cutting.

On June 1st we established resale prices on the Iver Johnson revolver, in response to what we considered a general demand by

the jobbers and retail dealers of this country for such action on our part. We provided for a profit that was satisfactory to the dealer and fair to the consumer. We pledged ourselves to fearlessly and diligently give protection against price cutters. Our retailer friends believed what we said at that time and, with good reason, they believe it more strongly now.

I want to say that the retailers and jobbers have given us their loyal support. We know that our sales have been largely increased and that our business is in a sounder condition as a result of the adoption of resale prices. We feel justified in recommending the establishment of resale prices to any manufacturer of hardware just as unqualifiedly as we counsel against price cutting by the retail hardware dealer.

Our system of resale price control is based on the fact that our revolver is a patented article, the sale of which we have a legal right to confine to such persons and hedge about with such conditions as we see fit. As all doubtless know, the right of the patentee is well established to prescribe the prices at which his patented article shall be sold.

He may prescribe prices and conditions to persons with whom he has no contractual relations, and the intervention of the jobber between the manufacturer and retailer does not prevent the manufacturer from prescribing and controlling the price at which the retailer shall sell the patented article. Assent to the conditions imposed is not essential. Knowledge of their existence is sufficient.

No so-called anti-trust law of any state can interfere with a patentee's right to exercise the privileges of monopoly in his patented article, or the rights of others to observe, and to agree to observe, the conditions that he imposes, even though to do so involves the commission of acts that would amount to a violation of the anti-trust law, if a patented article was not involved.

The Federal Government gives that protection to every patentee

who chooses to invoke it in a proper manner. An exception is to be noted where the use or sale of the patented article violates a certain character of police regulations, as, for example, the sale of an illuminating oil made by a patented process—such oil failing, however, to meet the requirements of a state law in regard to flash tests.

The manufacturer whose goods are patented and who desires to establish and maintain resale prices will encounter no legal difficulties. Needless to say, he should employ a competent lawyer to put his plan into proper form.

THE IVER JOHNSON PLAN.

Our own plan consists, first, of a jobber's license, which is issued to jobbers who are licensed to sell our goods, and stipulates prices and other conditions that the jobber is required to observe. The wholesale price at which the jobber shall sell to the retailer is specified in this license. The jobber pays us the same price.

At stated intervals we pay him his reward or commission, provided he has observed the conditions of his license. Prior to the payment of this reward or commission we furnish the jobber with a declaration which he fills out and returns to us before his check is mailed.

This declaration is as follows:

The undersigned recognize the validity of the patents covering the Iver Johnson Automatic Revolver and the ownership of said patents by Iver Johnson's Arms & Cycle Works; sell said revolver as licensees under said patents by virtue of a license issued by said Iver Johnson's Arms & Cycle Works; have observed since the issuance of said license each and all of the license conditions imposed by said Iver Johnson's Arms & Cycle Works; AND IN PARTICULAR:

1. Have not sold or permitted to be sold any Iver Johnson Automatic Revolvers to any catalogue house engaged in selling to the consumer direct, or aided and abetted any such catalogue house in procuring said revolvers.

2. Have not sold any Iver Johnson Automatic Revolvers to any person after being notified by said Iver Johnson's Arms & Cycle Works not to sell said revolvers to such person.

3. Have not sold or offered to sell any Iver Johnson Automatic Revolvers at less prices than those prescribed as the selling prices of said revolvers by

said Iver Johnson's Arms & Cycle Works, and have not prepaid carriage charges, or made or suffered to be made any cash payment or other form of pecuniary allowance to induce the purchase of Iver Johnson Revolvers.

The undersigned having complied with every condition imposed therein, and all other conditions as well, are entitled to the gift, reward or bonus provided in paragraph 8 of the license issued to the undersigned by Iver Johnson's Arms & Cycle Works.

Signed at.....this.....
day of.....19

By.....

I affirm on my personal honor that the matters set forth in the above statement are fully within my personal knowledge, as the business, of which they are a part, is daily transacted under my immediate direction and control and that said statement is in all particulars true and correct.

.....
(Name)

The next link in the chain is a license issued to the retail dealer, conveying notice to him of the terms and conditions under which Iver Johnson revolvers are sold, and giving him the prescribed resale prices. I shall be glad to furnish a copy to any manufacturer who is interested.

There remains to be mentioned the yellow label, which hereafter goes on each revolver box. The importance of the label is to be attributed chiefly to its utility as a means of giving notice that the article is patented and the resale price prescribed. Notice conveyed in any other manner is, as I understand it, equally effective. On that account, we were in no haste to commence the use of the label, particularly as we proposed to incorporate in it the clause with reference to catalogue houses, and did not desire to disclose our plans in that connection until certain desired developments of the situation had occurred. The label is reproduced herewith.

This is the New Model Iver Johnson Revolver.

IT IS PATENTED AND ITS USE LICENSED. Iver Johnson Safety Automatic Revolvers are manufactured under United States Letters Patent, the validity of which is recognized by the purchase of this revolver. To prevent substitution, insure proper treatment for our customers and confine the sale of our revolvers to proper persons, we limit the distribution of the New Model IVER JOHNSON REVOLVER to reputable resident dealers who are licensed by us under the aforesaid patents.

The possession of this revolver may

be transferred by a licensed jobber to a licensed dealer at the authorized wholesale price and by a licensed dealer to the consumer at the price authorized in Retail Dealers' "License to Sell Iver Johnson Revolvers" issued by the undersigned. Catalogue houses which sell to the consumer by mail are not licensed to sell the New Model Iver Johnson Revolver.

To buy from or sell to an unauthorized person or buy or sell at other than the authorized price constitutes an infringement of the patents, renders the infringer liable to suit for damages or injunction, or both, and works a forfeiture of the possession of the revolver.

IVER JOHNSON ARMS & CYCLE WORKS,
FITCHBURG, MASS.

So much for the establishment of resale prices on patented articles.

OTHER THAN PATENTED ARTICLES.

Now, let us turn for a moment to the manufacturer, whose goods are not patented, but who, nevertheless, desires to control their resale price. He must consider ways and means of establishing the contractual relation with those who sell his goods. If he does not sell to the retailer direct, but does business through jobbers, it is hardly possible for him to enter into an express contract with each retailer.

But he may, by means of notices, labels, etc., apprise the trade that the purchase of his goods implies an agreement on the part of the dealer purchasing them to observe the prescribed resale prices. Assuming the retail dealer to have had actual notice of such condition in advance of his purchase, it is probably true that an agreement to maintain the manufacturer's resale prices would be implied.

But it still remains to be determined whether the agreement is monopolistic or in restraint of trade. Undoubtedly the law is in process of self-reformation and there is a growing leniency toward price maintenance agreements where monopoly is not their evident object or result. However, it is prudent for us to be guided by what the courts have decided rather than by what we anticipate they will decide.

The Supreme Court of California has held that a State act which prohibits agreements by two or

more persons to maintain prices does not apply to an agreement of that nature between a manufacturer and a dealer. This construction seems to be based on the fact that the manufacturer and dealer, in the nature of things, are not competitors.

Those who are engaged in interstate commerce must have due regard for the Federal act which provides that every contract, combination in the form of trust or otherwise, or conspiracy in restraint of trade or commerce is illegal. This act is broader than the common law, and theoretically prohibits all restraints of trade, whether reasonable or not.

From the standpoint of this discussion, I do not know of an altogether satisfactory Federal case, except where a patented article was involved. There have been several cases in which the right of the manufacturer of a proprietary medicine to establish resale prices was sustained; but the fact that a secret formula constituted the subject matter seems to have been a largely determining factor.

Nevertheless, it is apparently well established that the manufacturer of an unpatented article has the right to discriminate in favor of those who observe his suggested resale prices as against those who do not. He has the right to refuse to sell his goods to those who will not observe his wishes or he may exact a higher price from them.

Usually the latter is done by withholding so-called rebates that are paid at intervals as a reward to those who observe prices. Obviously, this plan is not practicable if the manufacturer sells through jobbers and not to the retailer direct.

In the case of a manufacturer of unpatented articles who does not sell to the retailer direct, I should be inclined to suggest a plan of procedure that, so far as I know, has never been tried.

Express warranties of quality by the manufacturer are growing in favor with the consumer; and I believe it is only a question of time when every manufacturer will find it to his interest to give

an express warranty on each article that he makes.

If a manufacturer is willing to issue an express warranty, I should suggest that he have it printed on a tag or label in somewhat the following form:

The Purchaser Should Preserve This Ticket.

The retail price of this article is \$2. When purchased from a regular dealer at full price, we warrant it to be well made of first class material, durable and well suited to its purpose, if properly used. Should it prove otherwise within six months from the date of its purchase, return it, with this card, to the dealer from whom purchased, and he will forward it to us for examination and replacement, if defective, under this warranty.

Should this article be offered at less than full price, or by anyone who is not a regular dealer, please take notice that we will not be responsible for it in any way.

JOHN DOE & Co.

Then below this on the same tag or label:

Notice to Dealer.

We will replace this article upon its return to the factory, if it shows a defect constituting a breach of the above warranty, provided this card is correctly filled out and accompanies it.

Date Sold.....
 Price Paid by Purchaser.....
 Name of Purchaser.....
 Purchaser's Address.....
 I certify that above is correct.
 Date.....Name of Dealer.....

You will understand that the foregoing is offered merely as a suggestion, and the outline given is a hasty and crude one. I realize that such a plan is open to several apparent objections, but it is at least a step in the direction of price maintenance on unpatented articles. It provides the retailer with a material reason for not cutting prices, and exposes him to an unnecessary liability and a possible loss if he does cut prices.

Also it presents a perfectly valid and convincing reason why the purchaser should pay the printed price and not ask for a lower price. So far as I am able to speak from my own knowledge of the various causes which give rise to the practice of price cutting by retail hardware dealers, I should say that this plan would remove most of those causes.

We enthusiastically recommend the establishment of resale prices to every manufacturer who is in a position to do it.

THE DEVELOPMENT OF COMMUNITY HOUSE- ORGANS.

CITIES FINDING VALUE IN PUBLICATIONS DEVOTED TO LOCAL CIVIC ADVANCEMENT—SOME OF THE BEST ONES PUBLISHED—THE MATTER PRINTED IN THEM.

By S. C. Lambert.

The gradual rise of the sense of municipal pride and progress has been naturally followed by a need for a local means of expression by the bodies carrying the brunt of the work of municipal advance.

The same need of periodic expression that led to the issuing of Boston's publicity organ, *Boston 1915*, has urged Baltimore, Buffalo, New Orleans, etc., to establish magazines that play the same rôle in their advertising campaigns as do house organs in those of manufacturing enterprises.

The *Live Wire* is the Buffalo "house organ." It is published monthly by the Buffalo Chamber of Commerce and Manufacturers' Club and is, of course, "devoted to the municipal, commercial and industrial development" of the city. The reading matter is aggressive and constructive. It is prepared along the lines of the regulation magazines with editorials, letters to the editor and contributed articles upon commercial subjects. The leading editorial in the November number is entitled "Building Greater Buffalo," which serves very clearly to visualize the ambitions of the progressives in the "Queen City of the Lakes."

Some of the articles in the *Live Wire* are entitled "Shipping in Canada," "Art Progress in the City of Buffalo," "Coal Production and Consumption," "The Strength of a City," "Penologists Praise Buffalo," "Commission Plan of Government" and news notes of the month. Upon the first reading page the magazine carries this permanent motto: "Look Up and Not Down, Look Out and Not In, Look Forward and Not Back, and Lend a Hand."

The Buffalo periodical serves a

dual purpose. It may be mailed to those interested in Buffalo but living elsewhere, and at the same time it provides a medium through which Buffalo citizens working in the common cause of a more prosperous city may keep in touch with one another. Inevitably, as pointed out in *PRINTERS' INK's* description of *Boston, 1915*, the editorial treatment tends to encroach upon the fields of the broader sociological periodicals. A contribution in the last issue of the *Live Wire* is an illustration. It is a suggestive article by a local physician on the "Location of the Contagious Hospital." A subject like this would be perfectly placed also in such a national magazine as the *Survey*, or even occasionally in the *North*



BUFFALO'S BRIGHT AND SHINING LIGHT.

American Review. Obviously, therefore, the editor of a city organ like that of Buffalo, must be a close student of municipal problems in general. The broader his equipment of civic knowledge and sociological problems the better and more valuable periodical he can make for his city. The right man cannot be picked up at random. But it is safe to say that any progressive large city may boast of a man who has at once loyalty to his home and an un-

derstanding of the direction in which a large modern city must develop.

A man trained in advertising methods may edit a commercial "house organ." It would be a rare advertising man, however, who could achieve the best results with a city publicity organ like that under discussion, which calls for a man who has specialized along radically different lines.

Forward is the name of the Indianapolis magazine launched about a year ago. It has been an active agent in pushing all measures that touched upon the city's welfare. It is said that the directors have not feared to plunge even into politics when an important issue was pending. It began with a guaranteed circulation of 20,000 copies, and the promoters report that it paid for itself from the first.



AMBITIOUS BALTIMORE.

The first number had a symposium "What Does Indianapolis Need?" wherein such men as Senator Beveridge and Bishop Francis were represented. It is published by the Chamber of Commerce and the Board of Trade.

In its earnestness to secure the World's Panama Exposition in 1915, New Orleans is publishing a sixty-page magazine of the standard size entitled *The Logical*

Point, which is also the slogan in the promotion campaign. While its editor does not forget that his main purpose is to help secure the exposition, he includes in his pages well-written articles upon Louisiana trade conditions, the outlook for greater expansion for New Orleans and local governmental problems. Among several other city periodicals is *Baltimore*, issued by the Merchants' and Manufacturers' Association of that city.

Clyde A. Morrison, for some years prominent in newspaper and literary circles of Chicago, has launched a new weekly in that city which he says is to be "a magazine of Chicago, for Chicago and by Chicago talent." It will cover completely the fields of music and drama, sports and amusement, art, literature, society, politics, editorials, poems, short and serial stories and a selection of miscellany in every issue each one illustrated by celebrated artists and cartoonists.

Throughout the country commercial clubs are forming a liking for the city magazine as a means of advancing municipal prosperity. The multiplication of periodicals in this direction is a constant surprise even to one following the work of community advertising. As a focusing point for a city's spirit of progress they are proving invaluable.

SOCIALISTS' FIRST CONGRESS-MAN AND NEWSPAPER PUBLICITY.

Socialists of Milwaukee attribute the election of Victor Berger, the first Socialist to have a seat in Congress, to the distribution of newspapers explaining the Socialist teachings. In the absence of a daily paper for the party, a weekly paper in English and German was published for six weeks before the election and distributed by volunteer workers all over the city. Berger is an old newspaper man.

Several of the standard magazines were held up by the Canadian postal authorities because of a four-page insert advertising the new edition of the *Encyclopedia Britannica*. This insert did not have page numbers. The Toronto News Company paid the extra postage, amounting to seven cents a pound. The Toronto News Company has asked the Dominion Government for a refund on these November copies.

COURT ' DECLARES CITY PRESS AGENT ILLEGAL.

UNIQUE LEGAL ACTION STARTED BY
TAXPAYER—BILLS FOR PURE PRESS
AGENT WORK HELD UP—“THREE
HUNDRED MILLION DOLLARS' WORTH
OF SPACE SECURED.”

The Minnesota state supreme court now has under advisement the question of whether or not the cost of press agent work can be legally classed as “current and incidental expenses” of a city.

On the determination of the point depends the continued support of the Consolidated Publicity Bureau of St. Paul as the only municipally maintained publicity bureau in the country. An injunction recently issued by Judge Lewis of the Ramsey county district court stopped the payment of \$8,000 a year to the bureau and in a memorandum the judge says, after quoting definitions of current expenses: “It is clear that advertising expenses of the city for the purpose of promoting its growth or enlarging its activities are not current or incidental expenses, not expenses necessarily incurred in conducting the affairs of the city, under the terms of the charter.”

The suit was brought by a taxpayer at the behest of W. C. Handy, an old newspaper man, and a member of the assembly committee on claims, which committee had refused to pass bills presented by the Publicity Bureau. Under the terms of an ordinance a year ago the council named a publicity board of the city, consisting of the mayor, controller and treasurer, through whom the \$8,000 should be disbursed. Two years before this the Consolidated Publicity Bureau had been organized by business men, a manager employed and work had been going on. The city officials neglected the formality of holding a meeting and designating the machine already created as the agent of the city, but bills were paid by the controller on order of the manager until the

new administration saw the irregularity, and the suit was started.

As soon as the injunction was asked for, on the grounds that the city board had not met and had never hired C. L. Mosher, the manager of the Bureau, the board did meet and duly authorized the Bureau to act for the city. But the judge ignored the technicality and unexpectedly held that the money was not legally appropriated under the charter.

The Bureau is purely press agent work under the direction of a former newspaper man, Mr. Mosher, drawing \$4,000 a year. During the three years, this press agent declares, stories carrying the St. Paul date line have been printed in newspapers of the country amounting to 27,767½ columns, representing a value, were average advertising rates paid, of \$300,000,000. (This is a sample of the logic (?), or shall we say lure, held out by press agents to clients.)

Papers are regularly “served” with feature stories from St. Paul. Once a month pictures are also issued, available in mat or proof form, on receipt of postal card requests. The Bureau also fills special orders for papers, without charge except for telegraph tolls.

Up to this year the business men of the city have entirely supported the Bureau, and with the injunction from the court a hurried meeting was held and the Commercial Club appropriated \$500 to help keep the work going. The members of the bureau will continue the work, although Mr. Mosher was permitted to take a year's leave of absence and some one else is now continuing the work.

The foolish fallacy of the municipal boost press agent is naively demonstrated by this St. Paul man's own report. It is more than absurd to claim that \$300,000,000 worth of space was secured “through items bearing a St. Paul date line”—it is in reality misrepresentation. A date line is not advertising, it is notoriety, and most punily insignificant at that.

Now Ready!

**"PRINTERS' INK" Service of
Advertising Talks for
Daily Papers**

These "Advertising Talks" are conceived in a different vein from any that have preceded them. They aim to impress **every reader** of a newspaper with the importance of Advertising—to show that Advertising serves the best interests of **all**.

These talks appeal not only to local merchants and business men who advertise, to those **who ought** to advertise, and to those who ought to advertise **more**, but also to the individual consumer—the man who provides for the family and the woman who purchases for the home. They show that Advertising helps all of us to make money or to save money.

PRINTERS' INK, with its commanding view of the whole advertising field, is exceptionally fitted to supply the material for these "Advertising Talks"—to make clear to the newspaper readers of the country the vital part that Advertising plays in our modern civilization.

Proofs of the "Talks" for the first few weeks, together with the plan under which the service will be rendered, will be supplied to any daily newspaper publisher upon request.

For full particulars address

PRINTERS' INK PUBLISHING COMPANY

12 West 31st Street, New York City

Since 1885



Then



Now



TWENTY-FIVE years ago, we foresaw great possibilities for a magazine which should circulate exclusively in smaller cities and towns and designed especially to meet the specific needs of the best homes in that field.

THE PEOPLE'S HOME JOURNAL was started in a modest way but on a basis permitting of expansion and development which would enable it to keep pace with the advancing and progressive tastes of its readers—actual and prospective.

With the multiplication and growth of small cities and towns, our well-laid circulation plans—which excluded all possibility of mushroom growth—brought a steady increase in the number of desirable subscribers to THE PEOPLE'S HOME JOURNAL until to-day the prosperous homes it reaches regularly—month after month and year after year—aggregate the enormous total of over 900,000.

Our success in building a magazine adapted to the needs of a definite and specific clientele is one of the reasons why National Advertisers concede THE PEOPLE'S HOME JOURNAL to be the leading medium through which to exert maximum influence upon the vast volume of trade existing in the small cities and towns with populations of 25,000 and less—the “small-city” field.

THE PEOPLE'S HOME JOURNAL

Established 1885

F. M. LUPTON, Publisher
(Incorporated)
NEW YORK

J. P. BALMER
Western Manager
Chicago

JOS. A. MOORE
Advertising Manager
New York

Money to Make Goods Move

Our trade paper campaign, running in fourteen of the strongest trade journals, is a *personal message* to wake up every retail merchant to a new appreciation of magazine publicity—an effort to teach each dealer in your line that your advertising appropriation represents *money to make goods move—for him.*

Incidentally we are proving that our advertising section is a *dealer's compass*; that it is a reliable guide to the articles sought and bought by the sort of women who adjust house and household into real homes.

As an advertiser you should know all about this trade paper campaign. Full information upon request.

**GOOD HOUSEKEEPING
M A G A Z I N E**

NEW YORK

SPRINGFIELD, MASS.

CHICAGO

The largest class publication in any field

SOME SINS OF COPYWRITERS, BY A SINNER.

VOLUME OF ADVERTISING INCREASING FASTER THAN ADVERTISING RESULTS—THE CURSE OF FACILITY IN WRITING — "PLEASING THE BOSS"—FALSE IDEA OF VALUE OF REITERATION—EXTRACTS FROM A "TALK" BEFORE REPRESENTATIVE CLUB LUNCHEON, NEW YORK.

By George H. Perry,

Until recently Advertising Manager of Gimbel Bros., New York; formerly with Siegel-Cooper Co.

During a recent trip I chanced to observe, while reading various periodicals, both newspaper and magazines, claims of greatly increased advertising during the past year. The figures were boldly displayed and prominently placed. To my mind they point a significant lesson. If these statements are correct, or even nearly correct, then advertising has increased in the past year twenty-four per cent over last year. Now, according to Dun and Bradstreet, general business as well as population has not increased nearly as much. In fact, their estimate is that business has had no more than its normal increase, if as much. If this is correct, then advertising, according to statements made, must have increased 500 per cent faster than general business.

This situation is most important to advertising, for it must mean that advertising conditions are not altogether normal and cannot long continue. During the past two or three years there have been plenty of premonitory signs of this abnormality and of a reaction bound to come. What is the remedy and how shall we be saved?

Assuming that there is five times more advertising than advertising results, something must be basically wrong. If there is, it must lie in some of the following causes. Can it be that campaign plans are wrong? I do not think that this is so. A bad campaign plan soon reveals its weakness and is dropped. It is a loss, soon

over and done with; not a steady leak that goes on indefinitely. Does the error lie in the increase and excess of advertising mediums? But no, this cannot be, for the mediums representing the excess do not last long, and if they hover on the edge their weakness is compensated to some extent by their rate.

No, the trouble must be in the last thing left to be considered—*copy*. No advertising man of any experience can fail to feel instinctively when he analyzes the copy that is in evidence these days that here lies the trouble. There are a myriad points of leakage in copy, some more prominent, others subtly submerged. Bad copy is also a loss and not a leakage, and that is the explanation of the vitiating gait of indifferent and mediocre copy. Advertising pages are overloaded with copy never bad enough to point clearly to its weakness nor ever so good as to bring proper results.

Now, what are some of the factors that reduce the efficiency of the copy-writer? Is it lack of literary ability and style? Emphatically, it is not. If any danger of this kind exists it is because of too much style—not too little. The curse of copy-writing is cleverness not based on common-sense—witticism that has no argument. It flaunts its unsupported cleverness so seductively that those who should be its critics and annihilators are tickled into submission.

The trouble is that it is too easy to write. Great proportions of advertising are written for the sake of the writers and their pride. Page upon page of advertising one sees has been obviously planned and written up to the writer's general delusions and vanities concerning what is good advertising, with the thought not far off, what will other advertising men say of this?

One thing has ruined writer after writer, whether of advertising or fiction or what not—*his facility*. Robert W. Chambers, in his latest serial in the *Cosmopolitan*, makes one of his characters

say: "I am cursed with facility." I believe it was Robert Chambers himself speaking. Fluency and facility are essential to a degree, of course, but they so easily become ends in themselves and emasculate advertising. No copy writer can be superficial and do his duty; no copy writer of a type of mind that relies on vocabulary and word-juggling can accomplish his selling duty. Such a writer is on a par with the solicitor who relies on his personality to get business, the physician who relies on his sick-room manner or the lawyer on his oratory.

Then there is a common type which has the artistic sense rather than the selling sense. This class of copy-writer is the essayist, the tireless expounder of the obvious; the writer who uses a 500-word introduction to a fifty-word item. It is also the writer who permits illustrations and devices that distract rather than attract.

If I had to live on the interest of the cost of that advertising which desires to be dignified, I could retire in luxury for the rest of my life. Advertising which confines itself to a set and sterile style, which cuts out all the life and sparkle and pull because it says it is "not dignified," will never do its fullest share of business. Of course, such advertising is dignified—but so is a *corpse* dignified. I say that "dignity" represents one of the biggest leaks in advertising.

There is much of money wasted in lack of proportion—lack of harmony and balance between the amount expended, the value of the article advertised and the expected returns. The man who will save his employer most is the man who will accomplish a given result at the least possible expenditure.

Again there is the man who writes with no sense of his audience. It is most pitiful to see copy which shoots past and beyond the people intended. I'll never forget my own lesson in this regard, when I was asked to be a political cart-tail orator and prepared a masterful effort. Unfortunately my cart was sent down to the East Side and I talked my care-

fully polished effort to an audience unable to speak English!

O, yes, and there is the matter of pleasing the boss. Great job that—pleasing the boss. It all depends on how easy the boss is pleased or how long he stays blind. Yet think how absurd the thing is! It requires courage to combat the boss' ideas and endeavor to have him see what is obvious to the trained mind. There are bosses and bosses. No man could work under some masters of merchandise I know and not learn something; but there are other bosses I know from whom one can learn less than nothing.

There is a danger in the easy assumption that the public remembers what you said in the last ad. But this implies that the public has gone through the same mental processes as the advertising man; which it hasn't. The statements made on some ads are based on what was said before, but the public has to think back (if it ever does) through half a dozen connecting thoughts before it is able to get the force of the argument.

Pure reiteration is the thing on which so many campaigns are founded. There is a great deal of this done, but it is far from cheap. Royal Baking Powder has said "absolutely pure" so long that you can't remember any other copy. Such advertising is done on the assumption that if you say a thing often enough people will believe it. Is this true? I doubt it. And think how much *quicker* the same result could be secured by sane argument rather than pure assertion. Good copy must necessarily be based on deep study and painstaking analysis.

There seems to be an epidemic of slogans at present—a lot of money is going out of that hole. When 1,000 people are shouting their particular slogan about breakfast foods, corn plasters and autos, only one in fifty sticks to the goods it intends to advertise in the minds of readers. What happens to the other poor forty-nine, and the considerable money spent upon them?

Can advertising be pushed on to an exact science? I doubt it; but out of the mass of formulæ we may be able to learn more and more how to apply advertising to an approximately precise result.

What we need is study, analysis and simplicity, so that, though it will probably never reach the precision of science, we can approximate a greater measure of certainty of results by constant study. And the greatest of these is analysis. After these, as much "cleverness" as we can achieve.

THE SHERWIN-WILLIAMS CONVENTION.

The Sherwin-Williams Company, of Cleveland, held its thirtieth annual convention in Chicago October 24th to 27th. It was a general assembly of the officials, the heads of the departments, the sales managers and the traveling representatives. The sixth floor of the Auditorium Hotel was brightened up with flags and palms for the occasion. Officers who talked to their men were President W. H. Cottingham, H. A. Sherwin, chairman of the board; S. P. Fenn, vice-president and treasurer, and A. D. Joyce, general manager of sales and distribution. On Tuesday there was an inspection of the company's Chicago plant. A banquet ended the convention on Thursday night. E. E. Calkins and Ralph Holden, of Calkins & Holden Advertising Agency, gave addresses.

GETTING FORMER PRESIDENTS TO BOOST CITY.

Plans have been launched in St. Paul for the formation of clubs of residents who formerly lived in other states for the purpose of boosting their present place of residence. Leaflets proclaiming the advantages of the city will be furnished members of these clubs for inclosure with letters to former friends. Annual banquets with the attendance of prominent speakers from the state represented by the society are included in the scheme.

Oral Hygiene is the name of a new dental monthly soon to be issued. The editor is George Edwin Hunt, M.D., D.D.S., dean of the Indiana Dental College. Lee S. Smith & Son Co., of Pittsburg, are the publishers.

The name of the Lessing-Chase advertising agency, of Des Moines, has been changed to Lessing-Williams Advertising Company. R. H. Williams, the new member of the firm, goes to Des Moines from Waukesha, Wis., and has been connected with the advertising work of some Milwaukee concerns.

The circulation of the *Ladies' World* is assured by a rebate-backed guarantee from its publishers.

The quality of *The Ladies' World* is guaranteed by its readers. They possess what advertisers are looking for—responsiveness and purchasing ability.

THE
LADIES' WORLD
NEW YORK

protects them from the man who would make an effort, even, to turn his shoes back after five months and look to get six months more wear from his original investment of \$4.00.

Another feature of the selling plan is that the Desnoyers Company gives the right to the sale of their shoes to only one dealer in the smaller towns. In this way, it is much easier to line up a dealer, because he is made to feel that all the consumer advertising that is done is for his especial benefit in his section. He is also given, of course, the usual variety of dealer helps.

Probably another unique principle of the new sales method is that the consumer has no relations with the manufacturers. If it is necessary for him to take his shoes back, or ask for a refund, he goes to the dealer from whom he bought them. Aside from the saving in time or trouble to the consumer, this acts as a powerful influence in tying him up to his own dealer—aiding in the general small-town principle that the dealer should be closely acquainted with his customers, a condition that obtains very thoroughly throughout the West.

While the plans of the Desnoyers Company have not as yet been given a complete tryout, it is stated that they have thus far brought an excellent business.

Whatever the merits of the project, however, it cannot be denied that it gives the farm-market a new and more important bearing that will cause it to receive even more consideration than it has had of late. Many new schemes, following this lead, may be put up to the judgment of the farmer, and the farm papers may take on more or less the aspect of "theatrical tryout stands." A project such as this is admirably in line with the tendencies now evidencing themselves in farmers to buy more of dealers, which tendencies are growing as rapidly as rural retailers are offering the attractions which have created mail-order prosperity—satisfaction guaranteed.

The Standard Paper for Business Stationery—"Look for the Watermark"

Take from Your Morning's Mail some letter written on Old Hampshire Bond and compare it with another letter on whatever stationery it happens to be written. The superiority of

OLD HAMPSHIRE BOND

will be easily seen. The reasons for using it instead of an inferior paper—can't you see them, too?

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestions for letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.

Write for it on your present letterhead.



**Hampshire Paper Co.
SOUTH HADLEY FALLS
MASSACHUSETTS**

The only paper makers in the world making bond paper exclusively

Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"

Ethridge



"Come away from behind that hunter," cautioned the nervous Mother Rabbit; "his gun kicks badly, and he might sit down on you and hurt you." Which is like some advertising we see; about all the action it gets is the "kick."

* * *

Your competitor more than likely made a big success with his advertising because he had the nerve and shrewdness to get out of the rut and do things which were distinctive and original. Imitate his *method*; not his advertising. There are plenty of things for you to do that your competitors haven't done—good, sensible, profitable things. We can help you discover or invent them.

* * *

The Ethridge Company, Gentlemen: We have submitted the illustrations you made for us to a number of competent judges, and the consensus of opinion is that the illustrations are strong and unique. We feel also that the special treatment of the illustrations has enabled us to produce electrotypes that will print boldly and attractively wherever they are used. We are quite satisfied up here that this present series is the best we have offered to our customers up to date.

(Extract from letter from a manufacturing company employing 23,000 men.)

You can have a characteristic style of plate work that will be as individually your own as your Copy or Drawings. You can have a distinction in your magazine plates that will be known as *yours* and be as closely connected with your advertising as your label or trade-mark is with your goods. You put time, thought and expense into your illustrations and copy and then end up by reproducing them by the ordinary straight line or halftone methods of engraving—just as practically all the other advertisers do, and, as a result, your advertisement looks like 99% of all other advertisements—it is one of a crowd. Why not make your style of engraving an important feature of your campaign? Think of the value of having your plates as exclusive as your ad. Think of the Originality, Strength and Pulling Power it would add to your Campaign. This idea possesses possibilities that advertising managers should be quick to grasp. It is new and valuable. Write us for further particulars. The service is limited.

* * *

In business, what you get you ought to have; otherwise you wouldn't get it. And what you do not get you ought not to have; you have not employed adequate means to get it. Carry this little thought around with you; it will do you good.



Shop Talk

Some advertising campaigns are like a dinner of twelve courses, all composed of consommé. We would like to plan a campaign for you that would have variety—snap—sparkle—zest—ginger—and palatable human interest in it.



* * *

The Ethridge Company, Gentlemen: I enclose check for \$—. Your organization has carried out my ideas very cleverly, and the design will be one to be proud of. I was right in coming to headquarters for it. *(Extract from letter from printing concern.)*

* * *

The Ethridge Company, Gentlemen: In reference to the design for the front cover, would say that this is certainly extraordinarily beautiful. It is the biggest eye-catcher that we have ever seen and we do not want to lose any of the detail which you have so carefully worked into it.

(Extract of letter from a national corset advertiser.)

* * *

All advertising is good, only some is better than some other. It isn't a question of goodness so much as a question of relative goodness. If you think your competitor is a lap or two ahead of you in his printed announcements, perhaps we can help you to catch up and beat him at the finishing post.

PRELIMINARY CHARGES

A nominal charge is made for preliminary (unfinished) work. This bill does not cover the cost of preparation of the drawings or copy and payment therefor does not convey possession of either drawings or copy. These remain the property of the ETHRIDGE COMPANY. The preliminary charge stands on each rough sketch not accepted. On accepted designs the bill for preliminary work is deducted from the bill for the completed designs. Alterations are charged on time basis.

* * *

Advertising of the right kind is greater protection for an article than any patent ever granted. Almost every marketable article can be imitated, reproduced, substituted or infringed, but the one article in every line that is best known and best fixed in public favor is that which is best advertised, regardless of whether it is the original article of its kind or not.

* * *

Advertising and circulation managers of periodicals can secure art work of all kinds from The Ethridge Company.

The Ethridge Company

Madison Square Building
Madison Square, North
(25 East 26th Street)

New York City

Telephones: 7890-7891-7892-7893
Madison Square

THE COUPON PLAN IN ADVERTISING.

POST-OFFICE NEW RULING ON COUPON—WIDE USE OF COUPON FOR YEARS—WHAT RECORDS OF ADVERTISING SHOW ABOUT COUPON—SOME EXPERIENCES WITH IT.

By Theodore Rand-McNally.

The post-office department has just ruled regarding the appearance of coupons connected with advertisements published in periodicals acceptable at second-class postal rates.

The ruling reads in part as follows:

By direction of the Acting Third Assistant Postmaster General you are informed that advertisements which are intended to be completely removed are not regarded under paragraph 7, section 463 of the Postal Laws and Regulations, as forming a proper part of a publication mailed at the second-class rates of postage. The provisions of this paragraph are as follows:

"Where perforated coupons which are intended for detaching and subsequent use appear in second-class publications, postage will be collected thereon at the third-class rate. Coupons or order forms may be included in advertisements permanently attached to newspapers or other periodicals, provided they do not in any case exceed in size twenty-five per cent. of the superficial area of such advertisement."

Your attention is also invited to the statutory proviso in section 465, Postal Laws and Regulations:

"Provided, That nothing herein contained shall be so construed as to prohibit the insertion in periodicals of advertisements attached permanently to the same."

This provision has been held by the Assistant Attorney General for the Post Office Department to cover not only advertisements not 'attached permanently' but also such as, while attached to the periodical at the time of mailing, are intended by the publisher or advertiser to be cut out or removed therefrom."

The Department has also ruled that pages of a publication, whether perforated or not, which are intended for removal and subsequent use, are not permissible in second-class publications.

This notice, which was called forth by the violation of the regulations by the Hartford Fire Insurance Company that happened last month, brings renewed attention to the subject of coupons in general. S. D. Hannah, advertising agent, New York, said not long since: "There is no doubt that the attachment of a coupon

is one of the best things in the world for real estate advertisements. The simplicity of the reply is one of the greatest points gained. You catch a man at the so-called psychological moment and give him something to do. Immediate action is nine times out of ten in favor of the advertiser.

"The post-office ruling is broad enough. As it will not greatly affect the operations of the majority of those who use coupons the only results likely to come from it will be the enforced necessity for increased space on the part of some smaller advertisers. To get a coupon that is at all practical they will simply have to bite bigger. 'Will they give it up?'—not much; it's too good a thing. The coupon has come to be one of the few fixed features of advertising. Other ideas may come and go but it, like Tennyson's brook, seems to go on for ever."

Read this coupon carefully before filling out your order.

THE POMPEIAN MFG. CO., 123 Prospect St., Cleveland, O.

Conditions.—Under the letters (or a letter) in the spaces below I have placed figures (or a figure) to show the quantity (or quantities) of one or more of the "Pompeian" products. I am enclosing 15c. (currency or money) for each picture ordered.

P. S. I shall place a mark (x) in the space at the end of line if I enclose (or, extra (amount or coin)) for a total set of Pompeian.

Write very carefully, fully and plainly.

Picture	A	B	C	D
Quantity				

Name

Street Address

City State

A HIGHLY DEVELOPED COUPON.

The origin of this "ready reply" method of seeking prospective buyers is the subject of considerable discussion. There are a number of men in New York alone who lay absolute claim to its invention. In other circles one hears an unverified but seemingly authentic story that an advertisement which was printed in a London weekly in 1802 bore the first returnable slip, or the coupon in its original form.

The first advertisements carrying attached coupons did not appear in the United States till the late eighties and early nineties of the last century. About this time the late Ralph Tilton put the device in service for the Geo. Clark Company in the advertising of

The Beacon Lights and the *Century Dictionary*. Within a very short time others had taken up the idea. An advertisement of real estate by Wood-Harmon & Co., well-known real estate operators, New York, and copyrighted by their advertising manager, J. D. Plumb, which appeared in the *Boston Herald* and *Boston Globe* in April, 1892, bears one of the earliest newspaper coupons. This offered free railway tickets to Norfolk Downs, a new suburban development.

From that time the undoubted value of an easy method of reply has grown and with it the volume of coupon business. A search of the advertisement sections of three magazines of the year 1900 discloses only four ads. having coupons attached. The issues of a well-known periodical for October, November and December 1906 contain about 1050 advertisements. Of these, twenty-six, all of which emanated from fourteen firms, had coupons attached. A careful count of the ads. in the

late issues of three of the most popular magazines shows 897, omitting the classified columns. Here one finds that thirty firms have in one month published in only three of the board of periodicals, fifty-one ads. having return coupons.

The magnitude of the range covered by these advertisements is almost appalling when one sights Pompeian Massage Cream at one end and the Ajax Chemical Fire Engine at the other. Further consideration, however, shows that all the diversified interests in this group divide naturally into two sections. The first contains all who are anxious to put Chapter II of their selling story into the hands of a prospective buyer. This is by far the largest section and in most cases urges a comparatively high priced article—a motor car—an encyclopædia—a piano or an investment—in every case something with a long argumentative story. The second section comprises those whose tale is told by a sample—Pompeian

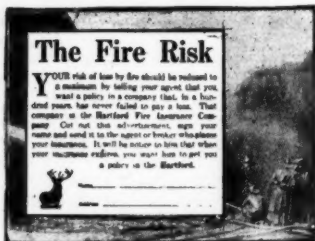
The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

Cream—Colgate's Soaps—Coffee—a wood stain or a floor varnish.

The coupon system is admittedly that of the drag-net. It brings in the good, the bad and the indifferent together. This, though the occasion of some profitless labor is not without its redeeming qualities. In the hands of the manufacturer it may prove a mighty lever with which to boost the retailer into greater activities. For two concerns that have used it for the last five years in connection with their sampling campaigns it has proved the great dynamic force in their selling activities.



THE COUPON THAT HELD UP THE MAGAZINES.

The head of one firm whose advertisements have been appearing with absolute regularity for several years said, "I have no hesitation in attributing at least eighty per cent of our sales and the whole hundred per cent of our distribution to that two-inch coupon of ours. A generous, well shipped sample always makes a good impression, and in the end pays its own way. The coupon is my one best bet to put that sample where it is going to do the most good."

From the field of more costly articles the real estate men bring interesting evidence. Geo. M. Taylor, of the Garden City Company, says, "Yes indeed, many a sale, ranging all the way from our cheapest \$1,420 lots well up into the thousands, has been brought about by a coupon." Pianos, vacuum cleaners, motor cars and fire engines are some of the most recent recruits in the ranks of the coupon users. In all of these cases it may be more or less of a

tryout. Others have for a time used the coupon and upon finding that it did not prove an advantage in their particular line deserted it.

That the postal department's ruling is not aimed at this lucrative method of advertising *per se* is shown by the fact that only a few months ago a number of the magazines were held up because they contained an advertisement for the Ara - Notch Collar, which said "Cut this out and stand it up on your dresser." It is not advertising as such that comes under the ban, but advertising that may have a secondary use after it has passed through the mails.

"SMITH & BUDD" NOW JOHN BUDD COMPANY.

The Smith & Budd Company, the newspaper representatives, whose offices are in the Brunswick Building, New York, Tribune Building, Chicago, and Chemical Building, St. Louis, have been granted permission to change their corporate name to The John Budd Company, and beginning November 21, 1910, will be so known. There is no change in the personnel or management of the company.

A NEW AGENCY ESTABLISHED IN NEW YORK.

Baremore & Ryan will carry on a general advertising business in New York with offices at 110 West Thirty-fourth street. They will make a specialty of representing out-of-town publications, among them the Household Hints Company, of Chicago.

Mr. Baremore was formerly in charge of advertising for Pond's Extract Company and Peter's Chocolate, while Mr. Ryan has been doing advertising for several Wall street houses.

CALIFORNIA FAIRS CHANGE PUBLICITY MEN.

Robert E. Connelly, who has been in charge of the publicity for the Panama-California Exposition to be held in San Diego, has resigned from that organization to assume charge of the press work for the Panama-Pacific Exposition which is to be held in San Francisco in 1915. Winfield Hogabloom takes charge of the San Diego publicity.

The Proffitt-Larchar Advertising Corporation, with a capital of \$2,000 has been formed in Boston. The incorporators are William Larchar, Jr., James W. Hawes, and Edward J. W. Proffitt.

South Africa Still Busy

One of the best known national advertisers, who manufactures saws and sells through *dealers*, writes us of a large order just received from South Africa—besides a quantity of United States *dealers'* orders—as a direct result of their advertisement in The ORANGE JUDD WEEKLIES.

We mention the South African order because it shows the *character* of our papers—the *kind* of people who read them.

It is only the most *progressive* farmers who subscribe to farm papers that are not only *national*—but even *world-wide*—in their breadth of editorial view.

That is why so many of the best known general—as well as agricultural—advertisers are using

The ORANGE JUDD WEEKLIES

Which because of the technical excellence and plain, practical way in which they are edited, are read by 325,000 of the most advanced farmers in the country—business men who are making money, and *spending* it for the same kind of things that well-to-do city people buy. There is *purchasing* power in our circulation.

ORANGE JUDD FARMER covers the Central West; AMERICAN AGRICULTURIST the Middle and Southern States; NEW ENGLAND HOMESTEAD, the New England States. 325,000 circulation weekly, guaranteed. No medical or financial advertisements taken.

ORANGE JUDD COMPANY

Western Office:
1209 People's Gas Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

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Talking About AUTHORS

THE RED BOOK

MAGAZINE

EDITED BY KARL EDWIN HARRIMAN

CONTENTS FOR DECEMBER, 1910

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They Are in THE RED BOOK Magazine

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ADVERTISED BRAND FORCE VS. PRIVATE BRAND FARCE.

FALSE LOGIC OF THE MANUFACTURER
WHO BOASTS OF NO ADVERTISING
—PREYING UPON THE DEALER'S
REPUTATION—BLIND ACCOUNTING
WHICH FIGURES PROFITS FROM
PRIVATE BRANDS.

By K. K. Bell,

Sales Manager, Calumet Baking Powder Co.

The retailer of this country must admit that he owes much to the advertising manufacturers for the wide-spread publicity which has made many new wants for his trade, and changed luxuries into necessities by raising the standard of living. Who is responsible for the demand that now comes from the great consuming public for better food products? Education, you say. And, who, we ask, has been a more important factor in the educational work than the large national advertiser? We must admit then, that the manufacturer has done much toward compelling a high standard of living. Not only is this true of the city dwellers, but farming communities are also demanding the best of everything, and why shouldn't they? They have been educated to know that progress is only possible by elevating their ideals.

Quality means more and more each year in establishing a merchant into the confidence of the country trade. It is no longer a question of "how cheap we can buy," but "how good will we be served."

Retailers are being forced out of the rut of being merely agents of distribution, as they must respect the wants of the consumer, not only from the standpoint of profit to themselves, but from that of helpfulness to their patrons.

The merchant who is short-sighted enough to practice methods that give the poorest quality to his trade and the highest profit to himself, has little trade remaining. His competitor, who

started with but little capital a few years ago and gave good value plus service—asking a reasonable profit—has grown to first rank. Education has accomplished all this, and advertising—as practiced to-day—is the force that has washed away the unclean and illegitimate business methods.

The firms who accomplish the most, who sell the most, are the firms who are alive to the great sale producing force of advertising; who co-operate with the manufacturer whose advertising moves a product off their shelves quickly and at a good profit. They turn the full strength of this force to their own account and push advertised articles, because advertised articles are always the best.

The unthinking merchant is the only one who falls a victim to the false logic of the manufacturer of private brands, to the effect that his method of selling saves the cost of advertising and thereby gives a larger profit. This deluded dealer agrees with the private brand representative, who argues that millions of dollars are annually spent in advertising, and finally yields to the temptation to pocket a generous portion of this sum by allowing his name to be used as an endorsement of the product to his trade, without realizing the full meaning of this step, which—as a matter of fact—means nothing more nor less than that for the consideration of a slight increase in profit, the merchant agrees to sell his name and business reputation to a concern which has for some reason failed to make a reputable name of its own.

Any man who is not a success himself cannot be depended on to make himself valuable to others. Why, then, should a concern which has failed to market its product under its own name and on its own merit, be entitled to the influence and reputation of the merchant, in order to reach the consumer?

It is amusing to see the manufacturers of private brands advertising the fact that they do not advertise. Only the merchant who

overlooks the saving in manufacturing cost between the maximum sale of one thousand on an unadvertised brand, and the maximum sale of one million on an advertised brand (which, without a doubt, is far greater than the cost of advertising), will ever accept the leading role in the greatest of all farces—that of handling a private brand.

As advertising creates a greater demand for an article, and by reason of that greater demand, greater facilities are required for its production, and greater producing and distributing facilities invariably lower the cost of manufacture, it follows conclusively that advertising lowers the cost and increases the quality to the consumer.

Smart merchants realize that the cost of an advertised commodity of general sale, is absorbed unconsciously in the greater amount of profits from an increased sale—even at a reduced price—and, therefore, it is absurd to see the private brand manufacturers parade the cost of advertising as the "bogey" that threatens the Twentieth Century retailer. Still more ridiculous is the plan that they propose to rescue the dealer from his dilemma.

No article has been so grossly abused by the private brand pirates as has baking powder. The reason for this (which is obvious to any shrewd buyer) is because of the fact that baking powder is not a food, and consequently does not stand alone on its own merit, as does the can of corn or tomatoes. It is a line that affords more chance to the unscrupulous to put up cheap powder, whose deformities will be covered by the dress of the merchant's own brand label as its sponsor until in the natural course of its use it is permitted to mix with the flour, butter, eggs and other ingredients that are its natural companions, thereby losing to a large extent its individual responsibility, and thus shifting the burden of blame on these ingredients when results are poor.

A set of follow-up postals, sent out by a large manufacturer of



These weekly Printers' Ink talks are read. Proof? By a typographical error last week a nought was chopped off the 140,000—the number of homes into which THE UTICA

SATURDAY GLOBE

goes each week. By telephone, by mail and face to face, we were told of it. Some folks said it was a rotten advertisement anyway and it didn't matter. Others said the point intended was well made,—i.e., "When a man knew what was what, why not act?"

What really consoled us was the convincing proof that every one who spoke knew the SATURDAY GLOBE went into 140,000 and more homes of thrifty, intelligent people in interior New York, New England and adjacent states and was a publicity key of known and proven value to every general and mail-order advertiser who could do business in that section.

Data of all kinds, circulation, distribution, class of readers, their buying power and buying habits, are yours on the slightest provocation.

THE JOHN BUDD COMPANY,
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

private brands—soliciting trade from the retailer—shows that he utterly throws all modern methods of reasoning to the winds. His main point is that of increased profits to the retailer, whom he asks to accept the fact that the invoice cost is less as an assurance that the price is better; hoping that the merchant will not stop to figure that no profit can be reckoned *until the sale has been made*, and that it is necessary to first figure the selling cost that must be added to the original cost of any article before counting profits.

The merchant is supposed to be blinded to the fact that he is contributing as an added cost to this private brand—

1. His good name and reputation.
2. The loss of time of his salesmen in recommending and pushing an unadvertised article.
3. The loss of customers through having endorsed questionable goods.
4. His donation to mail-order houses, soap clubs and peddlers by patronizing a manufacturer who caters especially to this class of trade.
5. The destroyed confidence of the buying public.
6. The discount of his life insurance policy inasmuch as private brands mean an actual discount of 50 to 75 per cent on an estate, in case of death, whereas standard goods would bring 100 cents on the dollar.

The next claim is frequently based on the assertion—"Just as good as," or "Same formula," referring, of course, always to some standard advertised brand; thus asking the merchant to become a substitutor and expecting him to rely, alone, on the fact that the formula agrees exactly in wording with the formula of some well-known product, while most buyers know that this fact means nothing and is no more a guarantee as to the leavening power represented than it would be to assume that because the little German band is composed of reeds, horn and drums, the noise produced by them is just as good music as is rendered by Creator's Band, which is also composed of reeds, horns and drums, but which are perfectly trained to the highest artistic standard of ensemble.

Another claim is, that the merchant by pushing a private brand will advertise his own business, laying great stress on the amount of money that manufacturers of standard products spend yearly in advertising, and attempting to show the retailer how he cannot only enjoy this enormous fortune, but at the same time advertise his own name by endorsing their goods.

In most every town can be found two kinds of stores: One with flaming posters announcing unbelievable bargains and handling goods of unknown brands, catering to the cheap trade. Watch the victims attempting to make sure of their bargains. Every possible precaution is used to avoid being cheated. The other store has a reputation of handling standard goods, and enjoys the best class of customers. The housewife readily gives her order to the clerk for her entire bill without any fear of being imposed upon.

The mere fact that a few dealers claim to have handled private brands and made a success with them, to the extent of satisfying a portion of their trade, is no assurance that they could not have made a greater success with standard goods. They have not succeeded *because* of private brands, but, *in spite of them*.

THE FLY IN THE OINTMENT.

NATIONAL CLOAK AND SUIT COMPANY.
NEW YORK, NOV. 5, 1910.

Editor of PRINTERS' INK:

Enclosed herewith you will find check for two dollars (\$2.00) to renew my subscription to PRINTERS' INK.

This is undoubtedly the best value for the money of any publication of its kind. My only criticism is in regard to the smallness of the type.

HERMAN S. ROSENBAUM.

Since November 1st, the S. C. Beckwith Agency has been sole foreign representative in the United States for the new management of the Boston Herald. The Philadelphia Public Ledger has also appointed the Beckwith Agency its special Eastern representative. W. E. Willis, formerly representing the Public Ledger in New York, as was noted previously in these columns, is now with the Beckwith Agency.

Circulation Plus

The consideration of an advertising medium as so much circulation is perfectly fair to McClure's, but it is not fair to the advertiser.

You can buy space in McClure's Magazine at as low a net cost per page per thousand as in any other magazine, but that is not the way to buy space.

McClure's must be considered as circulation plus, and that plus comprises everything that makes McClure's Magazine.

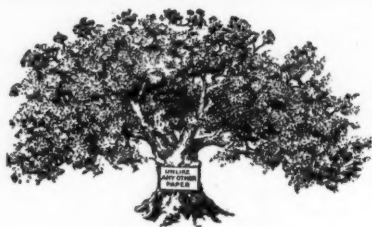
CURTIS P. BRADY

Advertising Manager

McClure's Magazine, 44 E. 23d St., New York

BOSTON

CHICAGO



Farm Journal "Extras"

Over 800,000 copies at \$4.00 a line. That's what FARM JOURNAL advertisers get.

Even if the **quality** of its circulation were merely up to the usual average, it would be hard to get equal advertising value.

But consider that the bulk of this 800,000 have paid for the FARM JOURNAL for FIVE YEARS AHEAD.

How much does **that** add to its advertising value?

And consider that PRINTERS' INK awarded the FARM JOURNAL the "gold-marks" (◎◎), which mean that "Advertisers value this publication more because of class and quality than because of the mere number of copies printed."

How much does **that** add to its advertising value?

And consider that the FARM JOURNAL was awarded the PRINTERS' INK SUGAR BOWL as the "best agricultural paper published in the United States."

How much does **that** add to its advertising value?

And consider that for over thirty years FARM JOURNAL has published in every issue a notice **guaranteeing the reliability of all its advertisers.**

How much does **that** add to its advertising value?

Be prompt with copy. Forms for January close December 5th, unless all space is taken earlier. Over 800,000 copies, \$4.00 a line.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

NEW ENGLAND'S BIG BOOST PLANS.

BIG EXPOSITION PLAN FOR NEXT YEAR, AND A GREAT MOVEMENT BEGUN FOR UPHOLDING NEW ENGLAND MANUFACTURERS—HOW THE WORK IS BEING LAID OUT—ADDRESS AT TOWN CRIER'S CLUB, PROVIDENCE.

By Walter M. Lowney,

President, Walter M. Lowney Co., Boston; Chairman, Trade Extension Committee, Boston Chamber of Commerce.

New England manufacturers, to get the best and most lasting results, must and will confine themselves to goods of real merit, and of the highest grade. These goods must be advertised and pushed in all markets of the world. The name "New England" must mean something wherever it is imprinted. New England has awakened; many of us are now realizing that we have not taken the fullest advantage of our opportunities. We have hidden our light under a bushel, but now in the strong light of publicity we are enabled to see that New England has the goods, the skilled labor, and the climatic conditions in its favor, and that if we do not take advantage of all of these conditions, New England not only must stop, but must retrograde. Therefore, we realize that we must now let the outside world know what we have to offer; what we can produce of superior quality, and get the full share of trade to which we feel we are entitled.

After the formation of the present Boston Chamber of Commerce had been effected, it took some months to choose committees; for these committees to lay out their work and to get busy. It was my good fortune at the beginning to be a member of the Trade Extension Committee. My committee, after considerable thought and discussion, came to the conclusion that the work of the Trade Extension Committee was practically unlimited in scope. The efforts of the whole Chamber

of Commerce, and its numerous committees, as a matter of fact, dealt a great deal with the extension of trade, and the development of Boston and New England. It remained for my committee to select a special line of activity to which to devote itself, and one of the early recommendations we made was that an inventory of New England's resources and industrial advantages should be made, that we ourselves, and the people of New England, might know what New England did possess; what she had to offer and what her needs were, as we believe the essence of good salesmanship is to first know your goods, and to know what you have got to sell before you undertake to place those goods in outside markets.

A similar recommendation was made by the Committee on Manufactures, and such an inventory is now being made under the direction of a special committee of three, known as the "Committee on Industrial Survey"; the members of this committee being the Chairmen of the Committee on Manufactures; Committee on Publicity; and Committee on Trade Extension. Two very able men have been employed on this work all of this year, and while we do not anticipate that the work will be completed for some time, from the facts and information already gathered we have had prepared matter for a book to be published this Fall under the editorship of George French. This book, entitled — "New England, what it is and what it is to be," is not in any sense statistical; its varied chapters are contributed by some of the best authorities, making a readable book of over four hundred pages, with some forty illustrations. This book will consist of preliminary pages, or introduction:

The Charm of New England.
Manufacturing in New England.
New England Waterpowers.
New England Farming Worth While.
Why New England Farming Is Worth While.
The Soils of New England.
Forestry in New England.

New England Workmen.
 Industrial Boston.
 Boston: The Next Phase.
 Transportation.
 Good Roads.
 New England Commerce.
 New England Summer Resorts.
 Education in New England.
 Religion in New England.
 Publicity in New England.
 Civic Spirit and Work.
 An Expert's Estimate.
 Commissions.
 The New England States.
 Potential New England.

A large edition will be issued by the Chamber of Commerce, and it is the purpose of the committee to circulate these books in very large numbers, principally through the manufacturers and public-spirited citizens, to whom they will be sold at a very low price, considering the quality and kind of book; the price to be not more than one dollar per copy, with discount for quantities. This book will not advertise any particular city or town, or any particular line of goods, but is intended to call the attention of the greatest possible number of people to New England as the center of manufactures and learning, and the greatest of summer resorts.

Another recommendation made by my committee was that an Industrial and Educational Exposition be held by the Boston Chamber of Commerce. A similar recommendation had been previously made by the Committee on Industrial Development; Committee on Education; and Committee on Manufactures. The directors finally voted that the Trade Extension Committee should arrange for and direct such an exposition. The purposes of the exposition are:

(1) To promote manufacturing and commercial activity in New England.

(2) To show the people of New England the methods and extent of our manufactures and resources.

(3) To attract the attention of the country to New England's large and varied industries.

(4) To bring the employer and workman, merchant and buyer, into closer touch with the manufactory and its products.

(5) To stimulate the people of New England, particularly the younger generation, to a realization of the dignity and possibilities of a trade, and thus promote industrial education.

It is intended that this exposition shall be the greatest industrial and educational exposition ever held in New England and will be opened in Mechanics' Building, Boston, in October, 1911, running for the entire month. My committee has been fortunate in securing the services as general manager of Chester I. Campbell. It is not expected that a great deal of money will be made out of this exposition, but we do expect, with the prestige of the Boston Chamber of Commerce, with its 4,200 members, and with the co-operation which we shall have of a very large number of trade organizations throughout New England, that this exposition will be a complete success. This exposition will be of the highest class in every respect. Admission will be fifty cents for a show worth a dollar.

The expense undertaken to open this exposition will be about sixty thousand dollars. The entire Mechanics' Building has been leased, and from present indications will not be large enough to accommodate all applicants for space. The exhibits will be confined to articles of New England manufacture and preference will be given to working exhibits—that is, exhibits of machines and processes that are making something. Every city and almost every town in New England has some local manufacture of which they are proud. It is a part of our scheme to get as widely distributed representation of manufactures as is possible, and by securing exhibits from manufacturers located, perhaps, in small towns, we are assured of help for the exposition attendance, because of the local interest in that manufacture, and we have already received many replies to letters sent to the various trade organizations exhibiting interest and promising their support.

Good Roads Mean PROSPERITY

The November 1st Issue of the

SOUTHERN RURALIST

is our

Good Roads Special

¶ It shows what is being done in the South for Good Roads. Can we not send you a copy?

¶ The circulation of the *Southern Ruralist* has now reached 137,077, proved by Postoffice receipts. ¶ Our rate of 50 cents per line flat is based on a guaranteed circulation of 125,000; the rest is thrown in for good measure. ¶ Let us tell you about the wonderful development and great opportunities of this section.

SOUTHERN RURALIST CO.
ATLANTA, GEORGIA

RESULTS FROM EDUCATIONAL COPY IN FARM-PAPERS.

THE M. HARTLEY COMPANY FINDS AGRICULTURAL MEDIUMS A MEANS OF LOGICAL DEVELOPMENT—BRINGING HOME THE FORCE OF ONE KIND OF ADVERTISING THROUGH USE OF FARM PAPERS.

Use of the farm-paper and small-town newspaper mediums as sales-influencing factors has been more and more carefully analyzed, and the experience of the Remington Arms Company and Union Metallic Cartridge Company in extending their farm-paper advertising this year and making it more educational, may be taken as important. Both these concerns, which are so closely affiliated that they may be treated as a unit, have used agricultural mediums prior to this season; but never before on so thorough a scale, and the results that have been obtained through the present farm-paper advertising seem to promise an even greater future use of this field by this advertiser.

According to Edward M. Baker, advertising manager for the M. Hartley Company, general sales agent for the Remington Arms Company and the Union Metallic Cartridge Company, the farm-paper field is the logical one for development by his concern. Interest in gunning of all sorts from the sporting side is a condition that obtains with nearly all rural communities; and few, if any, are found which do not offer, in their immediate vicinity, tremendous attractions to the hunter after small game. The wonder of it is, and Mr. Baker himself expresses the opinion that it is odd, that his company has waited so long to make an earnest bid for the enlargement of this field.

"For one thing," said Mr. Baker, "we have, right in the rural sections, probably the most interest in one of our greatest means of advertising. This is afforded us by the Interstate Shoots. There are five of these held yearly in different sections of the coun-

try, and so distributed that their influence is felt in almost every state.

For a couple of years now our steel-lined shell has won all the big events and the Remington gun has won fifty per cent of them. The people in the rural sections know of this in a general way, of course, but it has never been brought to them in a sales-bringing manner. This year our farm-paper and small-town newspaper advertising is driving the lesson home.

10



Remington REPEATING GUNS Solid-breech, Hammerless

Four Remington ideas—game-hammerless, solid breech and safe—combined in every repeat

Remington guns was five of the last ten seasons—handguns—no more handguns in all years of other manufacturers combined. This victory conclusively demonstrates Remington superiority—shows that these guns are the best kind of all other.

Remington Pump Gun—best in these important lines—game-hammerless, solid breech, and safety action of slide—the only pump gun in the market with these important features. The slide works with the pump action, and the slide is not a separate slide, but forms part and large extension from the pump action.

Remington Handgun—the smallest, but gives all of the pump gun's and is ready. The slide can be locked before the first round cartridge is fired, and the slide is under positive control and will not move until the gun is hand-shown there can be ready fired.

Remington Handgun Shotgun—the best of 200,000,000 guns produced, covering the best in modern gun-making, and the best in modern gun-making of 1910, a modern, the advantage of Remington with the advantage of accuracy, absolute safety and being a minimum weight.

Remington 22 Repeaters—equipped with a solid and lightweight breech, the Remington slide. Shot 22, 22 long and 22 long the complete without adjustment. You can shoot the best from the best—during the best of the month.

THE REMINGTON ARMS CO.

Agency, 200 Broadway, New York City

ONE OF A LENGTHY SERIES OF FARM PAPER ADS.

"Of course, we do not need to worry about distribution—the man in the small town can buy our products anywhere—and we have been able, therefore, to aim all our advertising at the consumer.

There's only one thing in it, at that, which serves to show us directly its influence—that is a single small line noting that we will send a copy of the 1910 game laws on request—but just from this we have been averaging for some weeks more than fifty replies a day. We have assumed from this that farm-paper advertisements are read and read thoroughly.

"Our campaign is worked out, because of this belief, along thoroughly educational lines. We are

looking not only to present returns, but also to a great future development of the rural community field. You can reason with the farmer, according to our experience, as well as with any other class."

The M. Hartley Company farm campaign is, of course, backed up to a certain extent by its large national advertising. The proportion of farm-paper and rural-community newspaper readers is estimated as about a third of the total of six million people reached. The agricultural field most sought for is in the West.

CO-OPERATIVE ADVERTISING OF WORCESTER.

A folder describing Worcester, Mass., as a manufacturing center, is being slipped into every letter and every invoice sent out from the offices of several manufacturing enterprises of that city, who have joined a co-operative movement to advertise Worcester. These concerns are the Wire Goods Company, The Coes Wrench Company, the Norton Company, the Coates Clipper Manufacturing Company, the Harrington & Richardson Arms Company, and the Samuel Winslow Skate Manufacturing Company.

The distributing power of these large concerns is enormous, their correspondence reaching in large volume throughout the world. Should a person in California answer the advertising of the Wire Goods Company he will receive in return one of these folders, which advertises the company, and which also directs his attention to the products of the other Worcester concerns.

The value of the plan is shown by the fact that four new stores have entered it this year, and beginning with last week, each of the seven is advertising the other six as well as itself. The combination has adopted as its slogan: "Worcester-made invites trade," and this motto on the front page, in large type, surrounds a hand containing seven discs bearing the names of the concerns in the combination. The remaining seven pages are given up to the advertising of the companies interested. At the top of each page is some striking note about Worcester's progress.

The plan has proved so attractive and so successful that it has been taken up by manufacturers in Philadelphia.

The Tenny Advertising Company has been organized in Spokane, Wash. W. J. Tenny, the president, is also general manager of Alexander & Co., advertising agents.

Change

The Woman's
Home Companion
has been a
woman's paper for
over 37 years,
but the
American woman
has changed in
the last ten years,
and The Woman's
Home Companion
has changed to
conform to what
she now demands.

The Munsey Newspapers

A Combination Rate

Taking effect immediately, advertisers who use the Sunday issues of THE MUNSEY NEWSPAPERS:

The Baltimore News

The Washington Times

The Boston Journal

The Evening Times of Philadelphia

will earn a combination rate of

50 Cents a Line

The new rate is fully explained in new rate cards which will be sent upon request.

The combined Sunday circulation of these newspapers is about 300,000, and manufacturers contemplating a campaign for Eastern distribution will find in them four powerful influences in the big merchandising centers of the Atlantic seaboard.

THE BOSTON JOURNAL is published every Sunday morning at one cent a copy. It does not differ in any particular from the week-day JOURNAL, and has already built up a circulation in excess of one hundred thousand. There are no colored supplements, cut-outs, puzzle pictures, or comics to distract the reader and bury advertising matter. The Sunday JOURNAL carries the advertising of Boston's best stores, and is a proved result-bringer.

The Sunday editions of the other MUNSEY NEWSPAPERS are published about three o'clock in the afternoon—the only Sunday afternoon newspapers in the country.

They reach the home at a time when the entire family is at leisure, and when buying plans are being made.

If you have not read "The Daily Newspaper," by Mr. Munsey, send for a copy

The Munsey Newspapers

175 Fifth Avenue, New York

Commercial National Bank Bldg., Chicago, Ill.

INTELLIGENT TRADE AID FOR MANUFACTURERS

WHAT THE MUNSEY NEWSPAPERS ARE DOING TO ASSIST ADVERTISERS IN GETTING DISTRIBUTION.

Each of the MUNSEY NEWSPAPERS has a department for aiding manufacturers in obtaining new distribution, or bettering the present distribution of their products.

Through this service, any manufacturer facing the problem of distribution in one or more of the MUNSEY NEWSPAPER cities, may get in touch with the jobbers and retailers without the expense of sending his salesman into the territory.

The Trade-Aid Departments bring about a closer relationship between the manufacturer and the retailer, and the manufacturer will find it of distinct advantage to deal with them through the medium of this service.

The circles of trade influence surrounding these cities are co-ordinate and interlock, so that a well-established distribution in all four cities really encompasses the desirable ground of the New England and Middle Atlantic States.

PHILADELPHIA EVENING TIMES GAINS.

An impressive array of figures just made public by the *Evening Times*, of Philadelphia, shows a remarkably healthy growth for that paper.

October, 1910, showed the following figures in paid advertising compared with October, 1909:

	COLS. GAINED	COLS. LOST
Evening Times.....	852½
Evening Telegraph....	290½
Evening Bulletin.....	10½
The Ledger.....	96½
The Press.....	44½
The North American..	45½
The Inquirer.....	78
The Record.....	141½

This gain on the part of the *Times* was more than double that of all other Philadelphia newspapers. The *Times'* net paid circulation statement shows an October average of 77,616 week days; 114,314 Sunday.

BALTIMORE NEWS SHOWS ADVERTISING GAINS.

The *Baltimore News* has just issued the following statement of its October business:

The *News* in its daily issues for October gained 159 columns of paid advertising over October, 1909.

The *Sunday Evening News* gained 222 columns over October, 1909.

The *News*, daily and Sunday, gained over 380 columns of paid advertising by comparison with October, 1909.

The *Sun*, daily and Sunday, shows a loss of about 70 columns by comparison with October, 1909.

The *American*, daily and Sunday, shows a loss of about 60 columns by comparison with October, 1909.

The *News* is the only paper in Baltimore showing a gain for October, 1910, over October, 1909, daily and Sunday, in paid advertising.

(Advertisement.)

A NEW FEATURE IN THE MUNSEY.

In the December number of *Munsey's Magazine*, introducing the "Advertiser's Index," a new feature is started entitled "Little Stories of Great Trademarks." This is a new departure on the part of a magazine, and is reflective of the spirit of interest and cooperation which *Munsey's* has so ably shown toward manufacturers. The first story is that of the "Onyx" hosiery trade-mark, and each month hereafter there will be pictured and described some trade-mark that has helped to make advertising history.

ED. HOWE'S LITTLE JOKE.

Two years ago, a certain man made his friends believe that if he had financial backing, he could make a magazine as profitable as *Munsey's*. It is now on its last legs; the man had too high an opinion of himself. Millions have been spent in this country trying to make magazines as good as *Munsey's*.

Atchison Globe, Oct. 3d.

MR. MUNSEY'S TARIFF ARTICLE.

"It is so remarkable to find one of the popular magazines advocating any public policy except change, more change and always change, that comment is inevitably elicited by an article in one of them this month actually defending the tariff. Owner Frank A. Munsey, in *Munsey's Magazine*, presents views on the subject that deserve reading by every voter, and especially by the voters who depend upon wages for their livelihood."

—*Detroit Free Press*, Oct. 28.

MARCOSSON JOINS THE MUNSEY STAFF.

Isaac F. Marcossan, whose financial and business articles have created such widespread interest in the magazine world recently, has joined the staff of *Munsey's Magazine*, and will devote his time exclusively to the Munsey publishing interests.

(Advertisement.)

The Munsey Magazines

The Munsey *The Argosy*
The Railroad Man's Magazine
The Cavalier *The Scrap Book*
The All-Story Magazine

SOME of the largest and most successful advertisers in the country adopted THE MUNSEY SERVICE

after we placed this brief story before them:

IN using THE MUNSEY MAGAZINES you center your fire on a given definite unit of readers. By working on this unit year after year, you drill 1,700,000 homes into a belief in your goods. You can reach more readers by spending more money; but you cannot reach so large a number so regularly and so consistently, at so reasonable an expenditure, through any other combination of mediums, because these magazines go to the same homes, year in and year out. You do not pay for duplication of circulation, nor for the renewal of circulation that must inevitably come each year when a magazine's sale is forced.

Just how this immense distribution is developed and maintained is described in "The Story of an Extraordinary Advertising Service," which is sent anywhere on request.

The Frank A. Munsey Co.
 175 Fifth Avenue, New York

Commercial National Bank Bldg., Chicago, Ill.

THE MERCHANDISING SCHEME OF SELLING SHARES TO RE- TAILERS.

BROMO-SELTZER'S PIONEER SUCCESS
IN THIS FIELD FOLLOWED BY MANY
OTHERS—HOW SOME MANUFACTURERS
HAVE PLANNED SUCH A
POLICY—WHAT A DRUGGIST SAYS
ABOUT IT.

By Raymond W. Gage.

It is easy to understand why some manufacturers of druggists' specialties came to offer stock in their enterprise to druggists, either free or for a nominal consideration. Long ago the druggist found himself fully stocked with goods that he felt would meet the demands of his trade. He thereupon was influenced with difficulty to put into stock new preparations. If he did add a new line he was apt to substitute it for one which was moribund or he yielded to the demand which had been created by advertising.

Confronted by this resistance, makers of new specialties fell to scheming how to circumvent this very natural condition of distribution. It was only a step forward to suppose that if a druggist would not push an article for the margin of profit there was in it for him, he would lend hearty co-operation if made a stockholder.

The manufacturers of Bromo-Seltzer, the headache remedy, were among the first to adopt this plan. In the beginning it enclosed in each box placed with the druggist coupons which could be applied upon the purchase of stock in the company. Comparatively new as it was, the idea appealed to the trade. Bromo-Seltzer was pushed by hundreds of druggists with enthusiasm. The stock mounted rapidly as the affairs of the manufacturer prospered. From \$25 a share it has increased to over \$600 a share. Druggists who had purchased at the original figure have found themselves in possession of a security which they valued highly.

Doubtless a remembrance of the success of Bromo-Seltzer has in-

spired other manufacturers to do likewise and has influenced dealers to welcome a good stock-sharing proposition. Certainly the last decade has seen the advent of many ambitious concerns which have begun operations by putting out a tempting profit-sharing offer, often baiting it with references to profits that have been made for the dealer from successful and fast selling remedies. From being an original method of securing distribution, it is fast becoming the conventional one with new specialty manufacturers, and evidences are not missing to support the theory that druggists now look at a stock proposition with shrewd discrimination.

Among the concerns which attribute their present business in large measure to an issuing of free stock to dealers is the Hydrox Chemical Company, of New York. This concern started business about five years ago with a capital of exactly \$65. It circularized several thousand druggists with an offer that if the dealer would order \$100 worth of goods he would be presented with \$100 worth of stock. The trade came into line rapidly on this proposition, if the sales, as reported by the company, may be taken as proof. One of the officers of the company said that the sales for the first year amounted to \$30,000; for the second year to \$60,000; for the third year to \$100,000 and for the fourth year \$180,000. It began business in very small quarters in Brooklyn, making a line of peroxide preparations; it has since moved over to Manhattan, where it has established headquarters, and it has opened branches in Chicago and San Francisco. It attributes its success in large measure to the fact that druggists have been stock-holders in the business. It has twice offered to redeem its stock at face value, but it reports that few dealers have cared to part with their interests.

In this case the stock proposition was made to accomplish two ends—to secure capital for the development of the business and to get the co-operation of the trade.

Druggists have readily consented to make themselves distributors of literature. Indeed, with the exception of a little trade journal advertising, this is the only advertising that has been done.

One manufacturer, who endorsed the stock giving plan heartily, conceded that dealers would have been only slightly interested in his profit sharing proposition had he not already become a consistent advertiser in the large dailies of the East.

HOW "EX-LAX" OPERATES THE PLAN.

This man makes the Ex-Lax remedies, whose "leader" is a laxative. Although he sells through dealers generally, he has in three years succeeded in binding 600 druggists to himself with the special inducement of profit sharing. Not more than five shares were offered to a dealer. Altogether about 3,000 shares have been disposed of—placed in the dealers' hands free in exchange for orders.

The Ex-Lax proposition was made with the sole purpose of securing a more effective co-operation of the dealer. The president of the concern, which is incorporated under the laws of New York, said:

"The basic idea was to make this a co-operative business. Every druggist ordering specified amounts was given absolutely free, as a bonus, from one to five shares of stock. Every share of stock so issued was full paid, non-assessable, and, being the regular common stock, carried full privileges. The goods paid the druggist a profit of 138 per cent. We have received co-operation in such measure that we have felt justified in adding fourteen new products. We have now a new proposition. We have allotted a part of our regular stock at a par value of \$10 per share to be given as a bonus to dealers who purchase Ex-Lax products. A part of this stock will be given as a bonus on \$20 orders, a part as a bonus on \$30 orders, and a part as a bonus on \$40 orders."

In several instances the Ex-Lax company discovered that dealers,

The American MAGAZINE

"The National Shop Window"

Here were some of the exhibits during the year 1910:—

- 32 Different motor cars.
- 12 Pianos and players.
- 4 Talking machines.
- 17 Watches and silver sets.
- 117 Articles useful in house building or furnishing.
- 33 Office needfuls.
- 9 Safety razors and strop-pers.
- 44 Famous foodstuffs.
- 30 Toilet articles.
- 72 Pieces of wearing apparel.
- 56 Educational Institutions.

If you want country wide distribution, come into "the national shop window."

\$312 the page

THE PHILLIPS PUBLISHING CO.
Union Square, North, New York, N.Y.
150 Michigan Boulevard, Chicago, Ill.

not content with five shares, and willing to take a gamble on the future development of the company, secured additional shares through friends. Now, to prevent speculators from obtaining the stock, each share of stock bears clauses to the effect that it is not transferable within two years from date of issue, and that the right to buy it back at any time at \$15 a share is reserved.

This plan, the president explained, enables the company to buy back stock from druggists who are found to be working against the firm's interests. The Ex-Lax promoters knew that they would have to contend, not only with the products of rival companies, but also with the products made by the druggists themselves. It was shown that Ex-Lax gave them as large a profit as any preparation they could themselves make and at the same time save the dealer the time and the trouble of compounding, packing and popularizing his own goods.

A concern which makes a full line of remedies under a common name, has persuaded about 12,000 druggists to buy its stock. It made an ambitious attempt to monopolize the selling of ready-made remedies. Its chief check has been in the disposition of many physicians and druggists alike to hesitate to prescribe from its lists. The objection has been made that a truly ethical druggist or physician must be fully satisfied that the medicines which they sell or prescribe are all that they ought to be. While these medicines are doubtless well made and thoroughly reliable, the druggist and the physician have not at all times felt that they could stake their reputation upon the goods. They could not know absolutely the details of their manufacture and they therefore could not justly support the line entirely.

HOW THE DEALER VIEWS THE STOCK PLAN.

A wide awake druggist has expressed himself freely to PRINTERS' INK upon this general subject of the dealer as a stock-holder. He says:

"The stock offer in some cases is accomplishing results not formerly obtainable. But it cannot be a cure-all for present evils. The great number of proprietary articles at once discloses the limitations of the plan. To buy even one share in many cases would require more capital than we have. Few of the prosperous companies would shower their stock gratis on 40,000 druggists. To restrict all of the business to a few co-operative companies like Rexall, A. D. S., etc., has not as yet proven practicable. What then would appeal to the druggist? The company must be of known reliability; assurance must be given that salaries, purchasing prices of formulae, etc., are not excessive, that the directorate be of such character as will assure of continued prosperity; that dividends be in cash, or, at least, surely salable goods; that advertising promises will be fully carried out; that goods may be ordered in reasonable quantities at the same price that the large retailer pays, and *lowest selling price absolutely maintained* by "cutters," as well as by small dealers. One of the chief considerations must be that there shall be a reasonable chance of receiving dividends.

"These remarks would also apply to a new company forming, with the addition that the article to be sold must be of undoubted merit. In the latter case an offer of free shares would have some weight. In selling shares one company of established reputation is reaching many druggists by offering stock at ten dollars a share, guaranteeing eight per cent dividends and selling three dozen of their goods for the price of two, the buyer to keep the price up to 'list,' thereby being assured of fifty per cent profit. It often costs the druggist forty per cent to do business.

"The offer of stock free with a large order of goods is not an enticing proposition always. Our usual experience with free shares is that we neither expect nor receive dividends. We would refuse the shares if offered free or

The Largest Circulation of any Dairy Paper in the World

YOU may be using all the newspapers, all the magazines, all the "general" farm papers, but you are passing up 60,000 big fellows — the cream of the country— unless you use

Kimball's Dairy Farmer

the only dairy paper of general circulation published west of the Mississippi river. It's the trade paper of the richest farmers in the richest country on earth. Hit the high places first and let KIMBALL'S DAIRY FARMER head your list.

ADVERTISING RATES

25 cents an agate line; \$3.50 an inch; full page \$150

Semi-monthly, 1st and 15th

Forms close 10th and 25th

KIMBALL'S DAIRY FARMER

and *The Dairy Gazette* consolidated

JOHN ANDREWS, Manager

WATERLOO, IOWA

sold for a nominal sum, if the goods were not such that we felt that we could properly advise our patrons to use them. The fact that shares were given free would influence but few druggists to push articles of questionable merit.

"In plain words, the manufacturer must show conclusively that the stock he is offering either free or for cash is worth something and does not merely promise something and that the arrangement on prices will be such as will quickly produce a permanently protected price. In my mind this is the greatest advantage of this plan.

"The success of the A. D. S. has proven to many druggists that co-operation on a proper stock company basis can be made to pay. The A. D. S. remedies have not displaced the advertised proprietaries but have returned a good profit to the retailer. The money saved in buying sundries, etc., through the A. D. S. has proven worth while to stockholders, while the value of the stock is several times the original selling price.

"Many druggists would entertain a stock proposition if assured of honest goods, honest methods and fair profits."

In general, the rapid multiplication of stock selling propositions has lent an air of speculation to the scheme which naturally operates against it. The drug business is so full of promoters anyhow that a company putting out a profit-sharing plan could only hope to succeed if it proved itself solid.

AD CLUB URGES NEWSPAPER. ADVERTISING CLEAN-UP.

The Town Criers Club of St. Paul, an organization of men in both the advertising and selling end, November 2d adopted resolutions addressed to local papers condemning the printing of announcements of irresponsible men or the exaggeration of facts in ads:

WHEREAS, The advertising men of St. Paul are deeply concerned in the maintenance of a high standard of principles in the practice of their profession; and

WHEREAS, We believe that the daily newspapers should be encouraged and supported in any efforts they may put forth to keep their columns clear of pernicious, false, fraudulent, or misleading advertisements; therefore, be it

Resolved, That we, the Town Criers Club, are in hearty sympathy with the work already accomplished in this direction by the local publishers. But that we advocate and urge the taking of a still more advanced stand by the newspapers in the censorship of their advertising pages.

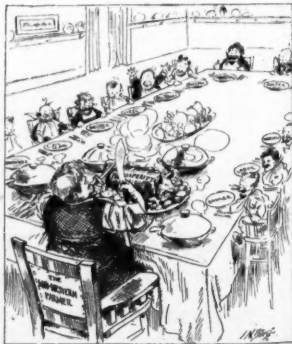
Resolved, That in the rigid enforcement of such a policy we believe that the newspapers will be discharging an obligation that they owe their readers, that they will contribute to the general adoption of higher ethical standards in business, that they will enhance the value of their columns to legitimate advertisers, and thereby conserve their own interests as worthy and deserving public servants.

Resolved, That we are in favor of the newspapers protecting the resident business men, taxpayers and readers by rejecting advertisements offered by individuals or firms temporarily in the city for the purpose of conducting so-called damaged-goods sales, fire sales, bankrupt sales and the like, at least until the absolute responsibility and good faith of the persons in question is established. That we further recommend the adoption of restrictions that will prevent any firm or individual of whatever nature from using the power and prestige of our daily newspapers in the furtherance of schemes for defrauding the public, whether in the sale of merchandise, stocks, bonds, lands or other commodities.

Resolved further, That we deplore the employment of false or exaggerated statements in the advertisements of any business institution, as not only detrimental to the business of the advertiser, but as injurious to the cause of good advertising in general.

Resolved finally, That the Town Criers Club hereby express their firm belief in good advertising as the most efficient and economical method of distribution in modern business practice, and that the wise use of this force has been in large degree responsible for much of the enlightenment, commercial development and the material prosperity of the age in which we live.

THE FARMER'S THANKSGIVING.



—Successful Farming.

GO WHERE THE MONEY IS

with your advertising. It
is among the farmers of
Minnesota, The Dakotas,
Iowa and Wisconsin.

THAT IS WHERE

Farm, Stock & Home

Minneapolis, Minn.,

HAS ITS

**100,000 Semi-monthly
Circulation**

at from 36 to 40 cents per
agate line. The space
bargain of the United
States.

THE POULTRY ANNUAL

A Proved Sales Maker

The 1911 POULTRY ANNUAL issue of FARM AND HOME will appear February 1, 1911.

It will be our seventh POULTRY ANNUAL.

The first one, published February 1, 1905, contained 81 columns of advertising.

Each succeeding POULTRY ANNUAL has shown a substantial gain; the 1910 issue having 156 columns, representing 263 advertisers.

The same advertisers who used our *first* POULTRY ANNUAL have used it every year since—and with constantly increasing space. This is positive *proof* of its paying power.

A Real Buyers' Guide for 500,000

FARM AND HOME'S 1911 POULTRY ANNUAL will have a wealth of live, virile, original and *practical* reading matter, written by men and women who are acknowledged authorities on *practical* and *profitable* poultry production.

Yet FARM AND HOME'S POULTRY ANNUAL is not *all* poultry reading matter. Our other agricultural departments and our household pages are edited by practical men and women, all of whom have made *applied*—not theoretical—studies of their particular branches, and who give *tried-out* advice in so plain, adaptable and *suggestive* a style our readers are *compelled*

THE PHELPS PUBLISHING CO.

439 Lafayette Street, New York City

1-57 W. Worthington, Springfield, Mass.

WILL APPEAR FEBRUARY 1, 1911

ANNUAL OF FARM & HOME

Maker for Every Line

It pays *small* advertisers, as well as large ones; for there were 237 small space advertisers in last year's issue.

It pays *general* and *luxury* advertisers, as well as advertisers of poultry and agricultural necessities; for some of the best known "general" advertisers (of automobiles, musical instruments, household articles, bathroom fixtures, steam heating plants, wearing apparel and food products) have used it for years.

Because—its reading matter appeals to the *whole* family, and is so stimulating and *suggestive* that FARM AND HOME'S POULTRY ANNUAL is *renowned* as

500,000 of the Best Farmers' Families

to put it into use; thus increasing their *needs*, and their ability to *buy*.

That's why FARM AND HOME'S 500,000 guaranteed circulation is among the most *successful* farmers—those who are making, and *spending*, the *most* money.

Ask your agent, or write us *today*, about FARM AND HOME'S 1911 POULTRY ANNUAL. Rates, \$2.00 flat per line. No increase of rate over the regular issues of FARM AND HOME. There's such a demand for space we always have to omit several columns of advertising. Don't *you* wait until too late. A good deal of the space is *already* sold.

PUBLISHING COMPANY

Springfield, Mass.

1209 People's Gas Bldg., Chicago, Ill.

Y 1, 1911—FORMS CLOSE JAN. 16

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

**STREET RAILWAYS
ADVERTISING COMPANY**

**HOME OFFICE: FLATIRON
BUILDING, NEW YORK**

**WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO**

**PACIFIC-COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO**

THE MANUFACTURER'S SECOND-HAND PROBLEM.

VARIOUS SOLUTIONS WORKED OUT IN
VARIOUS LINES — CO-OPERATIVE
MEANS USED—AUTOMOBILE AND
TYPEWRITER SOLUTIONS IN CON-
TROL OF TRADED-IN MACHINES.

II.

By Kirke S. Pickett.

Is there a solution of the second-hand problem? Sufficient was said in the preceding article upon this subject to show that unregulated selling of second-hand goods is at best unsatisfactory in its results, occasionally downright harmful.

The houses making pianos, automobiles, typewriters, etc., have been gingerly turning the matter over, and plans which some of them have put into force seem to tend toward some sort of a solution.

The Ford, for instance, and most other auto concerns do not invest any money at all in second-hand automobiles. At the request of a customer, however, they will place a second-hand machine upon their sales floor and dispose of it at as fair a price as can be obtained. In this way an automobile company occasionally regains selling control of its second-hand machines. The car may be sold on a basis that will not interfere with the repute of improved models. A considerable number of auto manufacturers believe they have solved their second-hand problem by unitedly "clearing" their traded-in cars through a certain large second-hand auto company operating with a policy satisfactory to the manufacturers, and using up-to-date methods of marketing the machines, advertising playing a large part.

Doubtless most specialty concerns which have been bothered by the selling of its instruments at second hand would welcome a plan that would give them control in selling all its second-hand material. One suggestion that has

come to the surface in a canvass of this subject is that, if a concern has many branches or agencies, it may profitably advertise to perform the service of offering second-hand goods for sale through these outlets.

One solution of the second-hand problem has been worked out in the typewriter field. Several concerns are now operating which "rebuild" the machines and then sell them to consumers or to dealers with what amounts to a guarantee of service.

The American Writing Machine Company, of New York, is one of these. Not only does it label its machines as "rebuilt" by the American Writing Machine Company, but it advertises in standard magazines. Working in this way, it is compelled to, and does, assume responsibility for the goods, and the buyer does not make the mistake of placing any blame upon the original manufacturer.

Naturally enough, the head of a "rebuilt" typewriter concern attempts to show that these machines are not second-hand at all. While it would be useless to quibble about phraseology with this gentleman, it is undeniable that the rebuilt typewriter, with its guarantee by the rebuilder, especially when the rebuilder is close to manufacturers, constitutes one solution of the second-hand problem. In a statement recently this gentleman said: "It is a mistaken idea with some that the terms rebuilt and second-hand are synonymous and that a buyer of a second-hand article for which he pays only one-half the original price should not complain if his purchase does not prove entirely satisfactory. . . . No business can grow and live and thrive unless builded upon the rock of quality, and the business of selling rebuilt typewriters is no different from any other in this respect."

The Union Typewriter Company has worked out a solution with an interesting story. It started by deliberately "scrapping" the famous old Caligraph and making it the foundation of a



The College World

THE MAGAZINE THAT GETS THERE AND GETS THERE RIGHT.

☞ Its readers are college men—students and alumni.

☞ Its pages cover every phase of University life—and it nets results.

☞ The candor of its writers and confidence of its readers make it an Advertiser for advertisers.

☞ Without waste circulation, straight to men who want the best merchandise and have the price.

☞ Write us and the details will be sent to you.

☞ Get posted for the January issue.

The College World Company
No. 1 Madison Ave., New York



big general second-hand business which quite effectively takes the wind out of the sails of the second-hand guerillas by itself controlling the bulk of second-hand trade. The one-time large prestige of the Caligraph has been hitched to the lowly second-hand cart by deliberate co-operative action of the newer typewriter masters.

Sub-rosa outlets for second-hand goods are sometimes found through their disposal to a retailing company, if not financed by, then very closely associated with, the manufacturer or group of manufacturers.

The plan of the New Home Sewing Machine Company, warning consumers through advertising, is likely to prove similarly effective in other serious cases. Co-operative steps for protection, wherever at all possible, seem also to point to a good way out.

It was formerly the habit of the National Cash Register Company to save the machines that had been "traded in" on new Nationals. Whenever a man expressed a preference for a Hallwood or some other make he was shown these old machines and offered them for low prices. He was told, however, that there was no guarantee on the article, that the original purchaser had had the best use out of it, etc. In consequence it was seldom that the customer took a second-hand machine. The company had used his interest in the second-hand machine to sell him a new one of its own make.

Although many concerns are thus confronted by second-hand goods which must be allowed for, it is surmised with good reason in the trade that the retail prices of the new machines are placed sufficiently high, so that liberal allowance may be made for an old machine and the company and its agent still make a good profit, although very little may be realized from the traded-in machine.

The Smith Premier Company confesses that the second-hand problem has been most annoying. It sells many second-hand Smith Premiers through its branches,

with the distinct understanding, of course, that they have been used. Second-hand machines of other makes are usually sold to second-hand dealers for whatever they will bring. The company is of the opinion that patents do not give the right to the manufacturer to control prices on second-hand goods, unless the original purchaser buys them subject to a license under the patent, which debars him from reselling at less than the price named in the license.

The Remington Typewriter Company made the following statement:

"There is a growing demand for second-hand Remingtons from people preferring a good second-hand machine to a new machine of a cheaper make. We sell large numbers of these second-hand Remingtons through our branch offices and salesmen. Second-hand machines of other makes which are taken in exchange on the sale of our own product are not re-marketed through our own organization but are sold at the best prices obtainable to second-hand dealers.

"All second-hand Remingtons received by us in exchange are put into first-class condition before they are offered for sale by us. A very small percentage of the machines traded in by us may prove to be unsalable, and such machines are broken up.

"The laws of supply and demand control the prices of second-hand machines, and we have never undertaken artificially to control these prices."

T. B. Browne, Ltd., of 163 Queen Victoria street, London, Eng., is issuing through its New York office a booklet entitled "Over Seas Trade." The little book is practically a compendium of valuable and interesting information regarding trade conditions in the various units of the British empire, the Japanese and European markets.

An exhibition at a fair in Phoenix, Ariz., was used in a novel way by the Collings Vehicle & Harness Co., to demonstrate the kind of goods they make through and through. They engaged a blacksmith, who tore one of the rigs to pieces before a large crowd. Three disinterested parties selected the rig from stock.



The Binghamton Press

circulates 21,000 copies daily, over 9,000 of them going within the city limits of Binghamton. 11,000 of them go into Binghamton and connecting suburbs, Lestershire, Endicott, Union and Port Dickinson. Eighty-nine per cent of the 21,000 go within the 40-mile radius.

All the people of Binghamton and vicinity read THE PRESS because it is a great newspaper in every sense of the term ("a model 20th century product").

Advertisers use it as they do because they KNOW all the people read it.

You may be able to light up with a candle, but why try when an arc light is at your service?

Binghamton is certainly a thriving city:—the PRESS is characteristic of the city.

THE JOHN BUDD COMPANY,

Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

SELLING AMERICAN GOODS TO THE FRENCH.

CONDITIONS OF THE FIELD OF ADVERTISING IN FRANCE—SECRECY THE RULE—AMERICAN SHOES ALREADY WELL ESTABLISHED—LIKELIHOOD OF OTHER GOODS SUCCEEDING.

(Special Correspondence)

[Note—Just as a graphic hint of the wealth in France—already well hinted at by the trips of big financiers to Paris in suppliance bent—it will suffice to say that although France in area could be tucked into the state of Illinois with considerable space to spare, yet it owns 1074 millions of the world's money to the United States' 1478.]

PARIS, FRANCE.

A study of advertising in France is necessarily somewhat superficial, as it involves an undertaking of difficulties which do not exist in America in consequence of the French mind not being yet adapted to it.

If you obtain an interview with an advertiser here, you get only general phrases and commonplace words—no exact information nor interesting story, but hesitations, reticence, as if his business were a big secret he feared to have discovered.

Agencies have their own interests. Each watches the other—and their conditions of working are against the growing development of publicity.

Newspapers would think themselves dishonored if, like the American papers, they announced how many agate lines of advertisements have appeared in their columns.

The following observation that was applied to a friend of mine after an interview he had had is typical. "Why do you aim at the discovery of the secrets of advertising? All these people ought not to be taught these processes. They will shortly compete with you." But my friend replied: "If the pupils of a pianoforte professor know how to play scales,

it does not hinder him from being a virtuoso."

Mr. Hemet, an advertising agent and publisher of *La Publicite*, says:

"Within the last half century no high-class article was advertised in France. Those who did advertise and made a bad use of publicity were the same who have in view the gaining of the credulity of the public. The result was to falsify the idea of publicity, and to increase to exaggeration the prices of advertising in newspapers. It is true to say of the papers that it was their own fault for having since neglected it—that they have abandoned this wonderful means of prosperity into the hands of least praiseworthy people.



A POSTER USED IN FRANCE FOR NATIONAL CASH REGISTERS.

"Advertisers are likewise not considered by the papers, the owners of which know that the customers of their columns are not the heads of serious business. They derive benefit only from those to whom it does not matter

The CITY of
IRON—CLAY—RUBBER

KNOW TRENTON

1910 CENSUS
96,815

The complete story of Trenton's strength as a Commercial, Industrial, Financial, Transportation, Educational and Religious center is concisely told in

Trenton Times

Nov. 10, 1910

Municipal Edition

commemorating the occupancy
of our new

Million Dollar City Hall

Copy, rate card, city or newspaper information *on request.*

EVENING TIMES
TRENTON, N. J.

C. F. KELLY CO.
Metropolitan Bldg., N. Y.
Peoples' Gas Bldg., Chicago

Are You Awake Mr. Manufacturer

to the vast opportunity for
forcibly riveting the attention
of the market to your
proposition to-day in

Moving Pictures

as an

Advertising Medium?

¶ Our service enables you to exhibit your product the country over, in the course of construction, in its finished state, and in use. We present your selling points in "live" and interesting sequence.

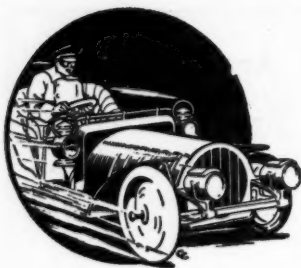
¶ We are daily proving the effectiveness of this newest of mediums to a growing list of national advertisers.

¶ Write us to-day, and let us show you the adaptability of this most effective form of publicity to the requirements of your particular business.

¶ We are specialists.

The American Film Mfg. Co.

Bank Floor, Ashland Block
CHICAGO, ILL.



9/10's of All Ignition Troubles Are Caused by

wrong magneto lubrication or lack of proper lubrication.

The whitest, highest priced cylinder oil on earth is not good enough for even the cheapest magneto. Because all cylinder oils—all—everyone of them—are mineral oils. And there never has been and never will be a pure mineral oil made that won't gum, harden, dry out, collect dirt and clog delicate action points and bearings. And that's the start of 9/10's of all ignition troubles.

"3-in-One" is the ideal magneto oil. Won't gum or harden. Won't dry out in bearings. Won't heat even at 5,000 revolutions per minute. Possesses just the perfect viscosity for any make of High or Low Tension Magneto.

Try it at our expense.
Send for Free Sample
and Circular—immediately!

3-IN-ONE-OIL COMPANY
12 Broadway New York



how costly is advertising, since they aim at earning money by using popular credulity.

"However, things are shaping themselves; transformation is near; the same element of commerce begins to accept the entrance afforded by judicious advertising. The keenness of competition will awaken those who have closed their eyes to it. American methods are to be diffused everywhere and fitted to the French mind."

POSSIBILITIES FOR AMERICAN ADVERTISERS IN FRANCE.

We are accustomed in France, when we are told anything about America, to imagine "bluff." Nevertheless Poe, Emerson, Walt Whitman, John Fiske, William James are something else than pork butchers, and it is impossible not to agree that the marvelous increase of American trade is far more due to organized knowledge and trained efforts than to bluff. But we are simple and we like "ready to wear" ideas, though thinking to be the most ingenious people on the earth.

We used to say also: "Advertising succeeds in America because it is applied to a young and enthusiastic people; in France we are more sceptical." We must recognize, however, that in spite of our sceptical appearance we are in reality more credulous. In this country, too, there is no reason that advertising should not meet with the same success and the movement in this direction has already commenced. This fact is undeniable, as signs can be seen everywhere, and we are confronted with notices such as "American style," "New York fashion," etc., in many window displays.

An instance of the value of American advertising here can be quoted from the introduction in France of American shoes. Everyone to-day wears American shoes and yet nothing is more anti-French, nothing so far removed from our original taste. But serious advertising, backed up by a first-class article which corresponds to a need, has planted this fashion here with a strength that

French manufacturers would never achieve. They have now been obliged to imitate the American shapes and to raise therefore their prices. Some products would have no sale without American labels. So-and-So, who manufactures blackings at Pantin, for instance, sells his wares under the title of "Boston polish" or "Brighton cream." Another whose name is Lambert would write on his boxes:

"L. Emberth Mfg. Co., Boston"

Paul Adam, in his book 'The Trust,' quoted an American as saying: "We must have an Italy, a Spain, a France for traveling during summer months, in motor cars, with pretty little French actresses, and for stopping in the cool cathedrals. Everybody loves you. You are a funny little nation, giddy and simple; a nation of good old artists amidst unequalled collections and who will not see that the world walks, runs, gallops. Let us drive the world, that is not their business." Of course it is a freak (*boutade*) but there is a particle of truth. If so be that we must remain the providers of pleasures and *objets d'art*; if foreigners must only visit our country and bring out in their baggage our marvelous paintings, dresses and jewels of *rue de la Paix*, all of them produced by the brain of our delicate and conscientious artisans, we shall inevitably to a greater extent still purchase our hats at Philadelphia, our shoes at Boston, our canned goods at Chicago, our woolens at St. Louis, our steel at Pittsburg—our factories will never compete with the American and German factories, because we are too much individualists.

But if in our market two tendencies struggle for clients, our sympathy and instinct goes to the Republic sister of the United States—and it is the business of North America to take advantage of it.

JACQUES W. ARRAINES.

Mccolm Moore, until recently advertising manager for Wm. H. Beeher, manufacturer of umbrellas, has been appointed manager of the promotion bureau of the Baltimore Sun.

The Syracuse Post Standard

during the month of October, carried over 46,000 more lines of advertising than was inserted in any other Syracuse Newspaper.

The POST STANDARD also made a greater gain in advertising for October of last year than that made by any other Syracuse paper.

The circulation of the POST STANDARD is about 50 per cent greater than that claimed by any other Syracuse newspaper.

The POST STANDARD leads from every standpoint.

PAUL BLOCK, INC.
CHICAGO NEW YORK BOSTON

FORM LETTERS IN RELIGIOUS AND CHARITY WORK.

FOREIGN MISSIONARY SOCIETY AND
NEW YORK CHARITY ORGANIZATION
FIND GOOD FORM LETTERS OF
MUCH DIRECTLY TRACEABLE VALUE
—EXAMPLES OF SUCCESSFUL
ONES.

Sixteen thousand letters bearing the facsimile signature of a church dignitary, asking aid for missionary enterprises, were recently sent out by one society. Seconded by the personal efforts of a few specially adapted men, these letters produced \$100,000 for the missionary board. Of this amount \$20,000 is directly traceable to the letters alone.

This method of interesting the public in religious and charitable undertakings is a direct growth from the use of form letters as a means of giving personal notice of such activities to the clergymen of any denomination. In many instances these number well up into the thousands, and for that very reason the introduction of the form letter came as a matter of necessity, and has been developed with the same advertising sense as the letters for any merchandizing proposition.

Mr. Vickers, of the Methodist Episcopal Layman's Missionary Movement, in conversation on the subject, spoke of the limitations by which the use of form letters—or in fact any method of publicity—is surrounded in religious and philanthropic work. "In all these operations the income forms a fund held in discretionary trust for a definite purpose. The per cent which may be utilized for the administration of the business connected with its handling must be kept as small as possible." In some cases this is kept down as low as five per cent of the total receipts. "In the denominational field the results from circularization by form letter must necessarily be spasmodic. Certain seasons of the year are specially advantageous; and then, the field once harvested must lie fallow for

a time that it may produce a second harvest."

On a smaller scale, but with splendid results, form letters have been used by the Executive Committee of Foreign Missions of the Presbyterian Church in the United States. The following letter, which was mailed on October 25th, produced 118 replies in twelve days. The enclosures in these totaled \$9,266.

You no doubt are wondering if there has been a good response to your Committee's call for financial help. Yes, \$39,000 has come in since October 1st. Although \$9,500 of this was a legacy, this amount has relieved considerably, some of the most desperate calls.

Please be assured of our appreciation of any part you may have had in bringing about this amount of relief. When you, on whom we call for help, respond promptly, it encourages us tremendously in our effort to try and get to our ten Missions without delay the \$400,000 promised them annually.

Although \$100,000 every three months sounds large, yet every individual should remember that his personal gift, however small, is appreciated. It takes his, and that of the other 281,919 members to make up this \$100,000. So, after all, it is the small gifts of the individual forwarded promptly that help.

I notice that no amounts have been credited on your account since the statement was sent. If any remittances have been sent, please let me know, so I can have them traced. I am confident that you will look after the interests of the Cause carefully, but thought, maybe, there might be some way that I could help you.

I will enclose an addressed envelope and will appreciate it if you will write me fully regarding the present and prospective Foreign Mission work of your church.

Gratefully yours,
S. H. CHESTER, Treas.

A second letter of a more personal character, of which 125 were sent to pastors of churches, brought \$10,720 in nineteen days. Back of these rather remarkable returns lie the factors which operate in all denominational work and which have no direct parallel in the business world. A large proportion of these funds may have been tentatively apportioned to religious work in a carefully arranged yearly budget.

The activities of such undenominational societies as the New York Association for Improving the Condition of the Poor have many of the limitations without the advantages of the sectarian

societies. Each season brings its necessary work and with it a group of givers who *may be* particularly interested in that work. Here, too, the form letter plays a very important part. F. D. Greene, assistant general agent, in the annual report of the Association, makes public the methods of gathering funds. Of form letters he writes:

"That the Association's conception of these letters as opportunities and not importunities has been understood and appreciated by the recipients, seems abundantly proved by the following facts. Many old contributors have increased their subscriptions. Large numbers have given for the first time. Many letters of appreciation have come from those who regretted they could not give more, and even from people whose other obligations had constrained them to ask that their names be dropped from our list."

In talking of this printed statement Mr. Greene outlined the limitations and difficulties besetting the use of form letters in charitable work. "Our field is local, entirely. If you ask a Chicago man for money to buy milk for New York babies, he is apt to remind you that New York hasn't all the needy babies. Our form letters are calculated to reach very different classes of people. When mailing lists compiled from social registers, stock exchange and club member lists, etc., we must first arrest attention, then adjust the appeal to the reader's experience, in a way to bring from him the needed contribution.

"Then there are firms that make a yearly appropriation of from \$100 to \$1,000 for charitable purposes. This is often put into the hands of a responsible clerk, who is located near the street entrance to be distributed blindly to the first applicants. We must get at the forces behind this system. No business man buys that way, and we must teach him not to give that way. For this purpose special letters have to be sent to these firms, doing purely educational work.

"The constant effort is to bring home the problem to the sort of people who *can* give. They never see the recipients of their bene-



PITTSBURGH POST

(MORNING AND SUNDAY)

is a newspaper of both quality and circulation in this field and has been a power for more than half a century.

PITTSBURGH SUN

(EVENING)

under the same ownership and editorship, has, during the four years of its existence, demonstrated itself as one of the distinctive and pronounced newspaper successes of the country and a factor in the Pittsburgh territory.

This great field requires study on the part of any advertiser who would thoroughly and effectively cover it with an advertising campaign. Many advertisers make the mistake of trying to restrict themselves to an insufficient list of papers. Pittsburgh differs from every other large city of the country in that it has a number of newspapers of much the same size, each with its own field.

The greater Pittsburgh field is pretty well divided between seven daily newspapers, each one of them with a separate and distinctive field, all with moderate advertising rates. An advertiser can use every one of them and make a clean sweep at about what it would cost him to use a selection of two in either Chicago or Philadelphia. He would open up possibilities which would compare favorably with those of either city.

The two named above cannot be safely omitted from any advertising campaign which is intended to cover Pittsburgh thoroughly and effectively.

THE JOHN BUDD COMPANY,

Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.



The Best Advertisement

of BUCKEYE COVER is the fact that *without advertising* it has attained the largest sale of any brand of cover papers on the market.

It is "the world's greatest medium" for direct advertising.

There are not half a dozen mills in America that could manufacture enough paper to supply the demand for BUCKEYE COVER. There is not one that could produce a cover anywhere near so good at anywhere near the moderate BUCKEYE price.

"The proofs" of this insertion, together with many valuable advertising suggestions, are embodied in the *Buckeye announcements* which we mail free to advertising men on request.

If you are not receiving them, you are missing an educational as well as a financial opportunity. Write today and let us add your name to our list.

BUCKEYE COVER is made in two sizes, three weights, three finishes and fifteen colors. Ask your printer to submit BUCKEYE dummies for your next mailing piece. If he cannot, we will.

The Beckett Paper Co.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848

Buckeye Cover is carried in stock by representative jobbers in all principal cities.

factions, and that makes it a good deal like trying to sell a housewife a package of breakfast food which she will never cook or taste, or even see. 'It is good for the poor' is as hard an argument to raise money on as it would be to sell goods on. I find it *easier* to get money for a picnic than for people who are *actually starving*. The picnic is within the experience of the giver. It is a painful fact that many people would rather give ice-cream and cake or a Thanksgiving dinner than bread or coal, or money to save a distressed family from eviction."

Two examples of the letters used to arouse interest in the summer work are here reproduced. The opening paragraphs in both exemplify the methods of arousing interest at the first glance.

140,381 letters were sent out during 1909 at an average cost of four cents each.

"By far the largest part of the support of the Association comes in response to these letters. From 1,546 new contributors there was received in response to letters \$15,383.06 and from our o'd contributors \$173,363.23," says the annual report.

Following are two typical examples of form letters which have been successful for the association.

I.

NEW YORK ASSOCIATION FOR IMPROVING
THE CONDITION OF THE POOR.

Dear Sir:—

"I get along by looking at the bright side," said a mother of five small children.

"But what if there isn't any bright side," said another mother.

"Then polish up the dark side."

Will you help to polish up the dark side by aiding our Fresh Air Work?

Rarely has a Fresh Air Season opened with greater need. Thousands of women and children, even among those accustomed to a decent livelihood, have endured such privations during the past winter, as to make them an easy prey for the diseases which the heat of summer is sure to bring to their dark, close, crowded tenements.

You can help turn the scales in their favor by sending them to Sea Breeze, our Fresh Air Home, where hundreds can be cared for every day until October.

Last summer we gave outings to 33,129 people, of whom 4,412 were kept

for an average of nine days each. All this work depends on voluntary gifts.

Trusting that we may have the pleasure of welcoming you to a share in this service, I remain,

R. FULTON CUTTING,
President.

II.

NEW YORK, MAY 18, 1910.

DEAR SIR:

Eleven miles would be the length of our Season's Fresh Air Army if extended as above—thirty thousand strong.

They are not strong when we first welcome them. In fact, we recruit them from a much larger number than 30,000 *because they are the weakest*. They are the ones who have most suffered from lack of proper food and clothing, from dark rooms overcrowded, from their own ignorance, from overwork, lack of work or from sickness and bereavement.

The army is largely made up of little ones because they are helpless, and of mothers because their strength is precious. But it contains also many anemic school children, delicate shop girls, self-supporting women past middle life, the aged and here and there a convalescent man.

We try to fill them all with gladness, new strength and fresh ideas.

Neither the ocean air at Sea Breeze nor the Westchester hills at Caroline Rest can do their work without the human sympathy so generously expressed through the contributions that make this work possible. Lawn Parties and Children's Fairs are delightful ways to aid our treasury.

May we not welcome you to a share in this work as suggested on the blank at the end of the enclosure?

Fraternally yours,
R. FULTON CUTTING,
President.

It should be stated that this Association uses most able and interesting display advertising in newspapers, as has been described in PRINTERS' INK some months ago.

THE NOVEMBER CROP REPORT.

The Department of Agriculture in its November report places the corn yield of 1910 at 3,121,381,000 bushels, a record-breaking crop, and places the quality of the yield at 87.2, as against 84.4 a year ago. The yield per acre is given at 37.4 bushels, as against 25.5 bushels a year ago.

The report states that the percentage of the 1909 crop of corn on farms on November 1, 1910, is estimated at 4.3 per cent (119,056,000 bushels), against 3 per cent (79,779,000 bushels) of the 1908 crop on farms November 1, 1909, and 3.8 per cent the average of similar estimates of the past ten years. The 1910 apple crop is estimated at 43.5 per cent of a full crop, against 42.5 per cent of a full crop in 1909, and 50.7 the ten-year average percentage of a full production.



"Three oranges from five oranges, how many?" says Teacher.

A painful pause.

Little Willie raises his hand and explains:

"Please'm. We allus does our sums in apples."

That's what's the matter with you, Mr. Manufacturer. You have been doing your sums in apples—so much so that you cannot work them out in oranges. You have been selling your mattress, motor car, kitchen cabinet or porcelain-lined bathtub to the dweller in the city apartment or semi-detached house, and ignored the man who lives in the center of a quarter section. Because you cannot do your sums in oranges as well as in apples, you are overlooking a field of business which has not been overlooked by everyone, because the kind of Farmer who reads Farm and Fireside regularly has open plumbing in his bathroom, the telephone at his elbow, and forty horse-power at his front gate.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio

New York

[1]

Chicago

HAMPTON'S Ha Bee



This Certificate

proves that the average monthly circulation of HAMPTON'S for the first six months of 1910 was 328,895 copies.

"The Fastest Growing Mo

Have Been "Investigated"

Gunn, Richards & Co.

43 Wall Street 43 Exchange Place
New York City

Nov. 12th-1910

Hampton's Magazine,
66 West 35th Street,
New York City.

Gentlemen:

We have examined the records and attended at the pressrooms of the Trow Printing & Bookbinding Company, and hereby certify that there are being printed over 450,000 copies of the December 1910 issue of HAMPTON'S MAGAZINE.

(Signed) Yours very truly,
GUNN, RICHARDS & CO.,
Public Accountants.

This Auditor's Report

proves that the edition of HAMPTON'S is now 450,000 copies,—a jump of 121,105 since June.

Reservations for 1911 are being accepted
at the present rate of \$400 per page.

ing Magazine in America''

WHY NOT A WORLD'S CONFERENCE OF ADVERTISING MEN?

ADVERTISING MEN IN ALL COUNTRIES INVITED TO CONSIDER A GATHERING SOME TIME NEXT YEAR—THE DIFFICULTIES THAT NEED TO BE OVERCOME.

Special Correspondence.

CLUN HOUSE, LONDON, ENGLAND.

About a year ago, H. Simonis, advertisement manager of the *Morning Leader*, London, threw out the suggestion that an international conference of advertising men would be a good scheme. The idea was promulgated through the technical press in London, and it seems to have been very well received. Like other good ideas, however, it did not yield any practical effect because no practical steps were taken. Many people blessed the project with words, but no one did anything.

More recently the same proposal was brought before the Incorporated Society of Advertisement Consultants by one of its members, Mrs F. A. Degen, an American, who for some years has been working as an independent advertising woman in London. The incorporated Society of Advertisement Consultants is the first organized body of independent practitioners of advertising who sell Advice and Schemes, but do not place advertising contracts. It is the body which aims at giving advertising a professional standing, like medicine, architecture and engineering. Proof of professional competency is a condition of membership, and it is the only advertising society here which has the advantage of a lady member. Mrs. Degen was unaware of the earlier suggestion by Mr. Simonis, and had proposed to the Incorporated Society to take steps towards calling a conference on its own account.

Discussion of the proposal led to the Incorporated Consultants inviting Mr. Simonis to attend one of their meetings, and he then formulated a practical scheme. The meeting was also attended by

Mr. Dudley W. Waton, editor of a monthly magazine issued by Smith's Advertising Agency, London, with the title "Advertising," which has been the medium through which the proposal of Mr. Simonis was first made public. Mrs. Degen's notice of motion read as follows:

"That the Incorporated Society of Advertisement Consultants approach all societies, clubs, and associations in the Empire which are directly or indirectly connected with advertising, with a view to forming a Federation, the object of this being to protect and to further the interests of all engaged in advertising. The said Federation to meet at stated periods (probably yearly), when subjects bearing upon advertising may be discussed."

SPADE-WORK WANTED.

Evidently so large a project as the collection in one place of advertising men from all over the world requires some preliminary work, and I think the most practical suggestion is that which Mr. Simonis made to the Incorporated Society of Advertisement Consultants. He proposed that the invitation to attend a first conference should be international instead of purely imperial and suggested that the various sectional advertising societies in London, of which there are many, should be asked to form a joint committee. We have the Advertising Managers' Club, Advertisement Managers' Association, the Advertisers' Protection Society, the Sphinx Club and the Thirty Club as well as the Incorporated Consultants. The idea was to ask all these to join hands. The advertisement agents used to have a society, but it went to pieces in 1909, and Mr. Simonis suggests that advertisement agents should be invited to choose from among themselves members for the suggested committee. The editors of *PRINTERS' INK* (London edition), *The Advertising World* and *Advertising* would also be members. The project to be submitted to the committee would be that of getting into touch with the



Dictate to the Dictaphone

Get it out of your system!
 The advertising man who is full of ideas and has never found out how to unload them instantly, is bound to find himself congested half the time.
 Which means that half his most valuable work never gets done at all.
 His most precious capital is his *initiative* force—his *creative* energy—and every smallest mechanical act which retards the transcription of his rough memos into permanent form is chains and slavery to him.
 Wouldn't it be a relief if you could just *say the words* that cover the idea as far as you have it outlined—and then forget the whole thing until you later found that spoken memo neatly typewritten, lying on your desk, ready to be weighed and sifted and sorted and rearranged and worked out any time you got blessed good and ready?
 There you have the story of the economy and utility of the Dictaphone as it fits the man of ideas. It has equal advantages for the man who must sled through a mass of details, who must carry on correspondence of any sort, who sometimes must do his dictating out of hours—in short, for every one whose time is valuable; but perhaps most especially for the man who needs to get things out of his system on the jump.
 (This advertisement was dictated to the Dictaphone by Geo. P. Metzger, our advertising manager. If you care to get in personal correspondence with him concerning Dictaphone dictation, do it.)



Demonstration at our nearest office, or catalogue sent on request.

THE DICTAPHONE

Box 111, Tribune Building, New York.

BRANCHES:

Boston, 178 Devonshire Street	Philadelphia, 1109 Chestnut St
Chicago, 210 Wabash Ave.	Pittsburgh, 101 Sixth Street
Detroit, 54-56 Lafayette Blvd.	San Francisco, Phelan Building
Minneapolis, 422-424 Nicolet Ave.	St. Louis, 1008 Olive Street

And in all large cities.

men in America and the British Colonies, and perhaps also in France and Germany; and where societies do not exist the committee would communicate with prominent advertising men with the idea of inducing them to form societies or clubs.

AN INTERNATIONAL SOCIETY FIRST.

This would lead the way to the formation of an international advertising men's association, having its headquarters in London, and subscribing to the funds of a Publication Committee which should issue a periodical (perhaps quarterly, perhaps monthly) reporting the proceedings of local committees, and promulgating their views on the possibility of holding a congress of advertising men from all parts of the world. Such an international society would do good work, particularly in places where the advertising community is not organized, quite apart from the conference project. Intercommunication between advertising men throughout the world would be bound to do good, and although periodicals like *The Advertising World* and *PRINTERS' INK*, which have an international circulation, do circulate information, they do not do very much in the way of keeping touch among associations of advertising men in the corporate sense. A large number of American cities have advertising societies, but we never hear very much of them and never anything from them. America has its conference of advertising clubs, but that is a very much less difficult problem than the problem of an international conference.

The difficulties of the latter are considerable, and an Imperial conference would certainly be no easier. We have lately had in London two conferences of newspaper editors from the British Colonies, but as Mr. Walton pointed out in an austere editorial, it is a much easier thing for a newspaper to get along for a while without its editor, than it is for it to get along for a single week without its advertising manager. Similarly with the commer-

cial advertiser. An advertisement manager does not very often have a lieutenant whom he can leave in charge—in sole charge—for three or four months; and this is what a conference would mean for an advertiser in Australia, for example.

News of the discussion in London has reached Australia, and I have seen a copy of a business magazine published in Melbourne, called the *Organizer*, wherein appeared a number of letters from advertising men on the subject. They all took a somewhat pessimistic view, pointing to the very difficulty which Mr. Walton had suggested, namely, that it is not easy for responsible heads of advertisement departments to get away from their work, and even less easy for advertisement managers of newspapers to do so. There is, again, the difficulty of finance. Who is going to pay for the steamer tickets and hotel expenses? Any attempt to line up advertising men as individuals would be liable to go to pieces on this: but some sort of federation of advertising societies might get over the trouble by the societies furnishing the expense of delegates.

WHY A CONFERENCE IS WORTH WHILE.

The real difficulty of the scheme is that the men who are wanted for the conference are, in an overwhelming majority of cases, salaried men. In order to secure their attendance it is necessary to persuade their employers that there is real practical good to be got out of the conference. I have purposely put forward first the difficulties of the scheme, because if the promoters of it can get advertising men to realize these difficulties, they will be doing the best possible thing towards stimulating them to find out how the difficulties can be met. That the conference would have solid practical value, no one can doubt. You have only to compare the work that is put out by advertisers in different parts of the world in order to see how very various their methods are. If a

Short Cuts and Money-Making Methods

This Book
shows how to cut
expense and increase
efficiency in the Ad-
vertising Department.

"Short Cuts and Money-Making Methods" was written by 512 big, broad-minded, successful business men.

Officers and managers of every business should have this book. It is chock-full of business-building and money-saving methods—all tried and proved by the best known concerns and industries of the day.

"Short Cuts and Money-Making Methods" was compiled from actual methods hammered out through years of experience by red-blooded, up to-date managers and executives in 239 distinct lines of business. It tells how to compile a live mailing list, follow it up and keep it up-to-date. It shows how to reduce to a minimum the expense of the routine and detail work connected with lists of names in the advertising, auditing, pay roll and general departments of every business.

Valuable for
Managers
of Sales,
Auditing,
Pay Roll
and
Shipping Depts.
and in the
Secretary's
Office.

You Can Get This Book Free

"Short Cuts and Money-Making Methods" is not a catalog or a booklet—it is a complete work—128 pages—cloth bound—gold lettered and handsomely printed and illustrated. We cannot afford to distribute this book indiscriminately. Therefore, we ask you to give us the following information on your regular business letter-head:

Name of firm—business—your name and position—how many names you have on your mailing list—how often you address this list—how many statements you send out and how many names you have on your pay roll.

If you do not care to give us the above information, you can have this book for \$1.50.

To the man who uses or can use a list of names, this book will prove invaluable, because, in addition to other information, it describes the manifold and profitable uses of the

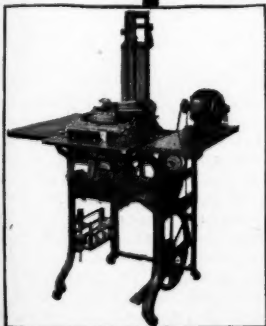
Addressograph

PRINTS FROM TYPE

a machine that makes an office boy or girl the equal of twenty clerks in the handling of routine and detail work in each and every department of every business.

Write to-day for your copy

ADDRESSOGRAPH COMPANY
912 W. Van Buren St., Chicago, Ill.



To Managers of Sales, Advertising and Circulation Departments

The Effective Way to Keep Your Name Before the Buyers



Here is a "sales-aid" that really will promote sales by securing the buyer's good will and by serving as a constant reminder and a suggestion to *order* your goods.

A SOLID 14kt. GOLD DIAMOND POINT FOUNTAIN PEN

—with *your name* on the holder

—and our guarantee of absolute satisfaction to the user.

The cost?

From \$30 to \$100 per hundred.

Other fountain pens with gold-plated nibs for promiscuous distribution, from 10c. to 20c. each in 500 lots.

Just write us what price pens you would like to test and we will gladly send samples for free trial.

Diamond Point Pen Co.
88 E. Fulton Street, New York

clothier or a furniture manufacturer or a soap manufacturer in America advertises in a totally different manner from a clothier, a furniture manufacturer, or a soap manufacturer in England, and if the English one again advertises in a totally different manner from his Indian or Australian colleague, plainly the policy must have been thought out on different lines. To get men interested in these and all other sorts of advertising together, where they could discuss their own and each other's problems, should throw a great deal of new light on the subject, and would furnish many new ideas to all of them. The effect of this must infallibly be to increase the practical value of the advertising that is done. It may very well be that a manufacturer in the United States has totally different problems to face from the problems which confront the manufacturer in London or in one of the British Colonies. Each man very likely has problems the very existence of which has not been detected by some of his colleagues in other countries. Plans for extending trade will have occurred to one man, or to the men in one country, which have not suggested themselves elsewhere. Here you have the basis of really creative work. It is hardly conceivable that any one should attend a conference like this and not go away without a sackful of new ideas, new selling schemes, new ways of overcoming old difficulties. The expense to advertising men's employers of sending them as delegates on full pay to meet in conference the brightest minds in the four quarters of the globe must be trifling compared with the benefits to business thereby achieved.

I think everybody would contemplate the inclusion of men from the advertising end of newspapers in the conference. The international conference should spread its net as wide as possible. The advertising end of newspapers performs, in some parts of the world, functions allied to those of an agency. Often, the agencies get into conflict with the

advertising end of newspapers. An agency sets policy for its clients and lays out the schemes for spending the appropriation. Then along comes the advertising man from some newspaper who calls directly upon these clients, and puts up an entirely fresh scheme to them, which does not agree with the policy laid down by the agency. Yet, by the persuasiveness of the newspaper man, money is taken from the general scheme and put into his particular newspaper, which upsets the whole policy thought out by the agency. This and other problems of the advertising situation, as it exists in different places, would form the subject of papers to be read before a conference. I do not see how anybody is going to resist the conclusion that such a conference would be useful, not merely in suggesting means for improved work in advertising, but also in keeping the peace.

It would be interesting to know how the project of sending delegates to a conference in London next year (or in 1912, if it cannot be organized earlier) would be regarded by the advertising societies of the United States.

THOMAS RUSSELL,

President of the Incorporated Society
of Advertisment Consultants.

ROLL OF HONOR FOR MAIL- ORDER FOES.

The *Commercial News*, of Sioux Falls, S. D., publishes once a month a list of all manufacturers and jobbers who have sworn that their intention is not to sell to mail-order and catalogue houses nor direct to the consumer. It is making a constant effort to add to the list by sending blank affidavit forms to all manufacturers and jobbers in its territory, the affidavit specifying an unequivocal stand against the catalogue houses. The affidavit also specifies that every effort will be made to prevent goods falling into the hands of any persons conducting a mail-order business. Such firms as fill out these forms have their names added to the list published in the *Commercial News*, for which no charge is made.

C. H. Norton, who for nearly nine years has handled the advertising of Geo. Borgfeldt & Co., perfumers, has resigned his position with the company, to take effect December 31st.

The Chicago Record-Herald

In October 1910

Gained 308 Columns

In Advertising

over October, 1909, and contained a greater amount of Advertising than in any previous October in the history of the paper.

The Advertiser—

The Successful Business Man

notes quickly the signs of the times—he has watched THE RECORD-HERALD'S growth and knows the genuine worth of the paper that has inspired it—that is the cause of THE CHICAGO RECORD-HERALD'S increase in advertising.

The Chicago Record-Herald

at One Cent Daily

has made no change in its policy. It is to-day pre-eminently the best family newspaper in the west.

The Chicago Record-Herald

New York Office: 437 Fifth Ave.

No waste in our 35,000 circulation

Every copy goes into the home of a prosperous professional man, business man or farmer who raises bees either for pleasure or profit.

Gleanings in Bee Culture

is the most desirable kind of a medium for advertisers—because all of its readers are buyers. They not only have the inclination, but also the means to purchase whatever appeals to them.

The cost of reaching these 35,000 readers of "GLEANINGS IN BEE CULTURE" and their families is only \$1.43 a page per thousand!

The A. I. ROOT CO.
MEDINA - - - - OHIO

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERRACH, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151. Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, Nov. 24, 1910.

Backing up the Rural Dealer

In the growing desire of manufacturers selling through dealers to reach the more rural markets, they have come plumb up against inbred antagonism to mail-order houses.

If these manufacturers are known to sell through mail-order houses (and a surprising number of them do so) they are given a lively wrestling match by the rural retailers. "You're either for us or against us," they say, and they frequently demand a show down one way or the other.

The Iyer-Johnson Company has just quit selling to mail-order houses after an investigation lasting some time, during which it learned, for instance, that catalogue houses have a higher percentage of selling expense than the average retailer; and that many catalogue houses admit losing money in handling an article like Iyer-Johnson revolvers. In other words, mail-order houses find it worth more than the loss involved to be able to offer standard goods with advertised prestige. The Iyer-Johnson conclusions were:

First, the growth of the catalogue

houses has been due in a large part to the confidence they have been able to inspire by cataloguing well-known brands of goods, along with their own special brands, and the presumption they have been able to create that leading manufacturers are glad to market their goods through the catalogue houses.

Second, that this factor in the growth of catalogue houses can be removed and that the mail-order house can be forced back where it belongs as a purveyor of cheap merchandise to a comparatively limited class, if the leading manufacturers will publicly recognize the legitimate resident dealer as the only authorized distributor of their goods, and disavow the catalogue houses in such a way that the consumer will realize in attempting to purchase such goods from a catalogue house, he runs the risk of outright substitution, or at best of getting an obsolete or shopworn article.

The significance of the matter lies in the fact that large manufacturers who have heretofore temporized with farm trade by selling goods to mail-order houses, thinking that thereby they were securing all that was worth while of rural trade at one gulp and at little selling expense, now find that rural trade is most distinctly worth while, and that instead of letting mail-order houses fatten amazingly on trade-mark prestige, they can themselves reap greater profit by making dealers in rural sections as much a part of their organization as the city dealer.

The very fact that mail-order houses find it profitable, like big department stores, to sell nationally advertised goods at a loss, in order to swing prestige to themselves, proves fully to all who may still have remained skeptical that reputations count among rural buyers, even though this rural market has been given little opportunity to get in direct touch through advertising with such standard products.

The increasing policy among manufacturers is to give dealers ammunition to sustain them in their fight against mail-order houses—ammunition of the same powerful kind that built up mail-order houses—advertising. And rural dealers, due to their feelings in the matter, are in a peculiarly receptive state of mind to whatever co-operative advertising assistance, in farm papers, newspapers, car cards, posters and aux-

iliary literature, that manufacturers will offer as assistance.

An Amphibious Advertising Principle

It has required the expenditure of several million dollars in the past twenty years to demonstrate beyond denial the unsoundness of the principle that "free" advertising is beneficial. It has not been the smallest, but rather some of our largest advertisers, who have tried to arrive at success by using the news columns of the newspapers and reading pages of the magazines. And, as making sure that the experiment was restricted by lack of newspaper co-operation, the publicity bureaus have themselves testified to the untold amount of clippings which have been returned to them and which have been diligently preserved by the press agents as exhibits of their skill.

Concerns spending large sums in press agent advertising may easily read the moral out of several authoritative articles which have appeared in recent numbers of PRINTERS' INK.

Clinton B. Evans, editor of the *Economist*, while speaking in Chicago upon "How to Advertise Real Estate," was inclined to believe that the money spent for the Chicago World's Fair was partly wasted. "Out of all that advertising," he said, "we have not one permanent improvement to show." He suggested that New York was upon the right track when it chose to invest millions in permanent improvements. Better to render a city more highly advertisable, was the inference he gave, than to spend lavishly to herald abroad the mere fact that it is on the map.

Again it has been demonstrated to their own satisfaction by the owners of the Metropolitan and the Singer towers in New York City that these lofty buildings were failures as advertisements.

The principle is amphibious—it holds true on sea as on land. Last week a writer in PRINTERS' INK, drawing conclusions based upon

facts the steamship lines gave him, proved that big ships like big buildings are advertising frosts. Yet spurred on by the projected *Europa*, the jealous Cunard people are now asking bids for a rival 895-foot Cunarder!

The value of a drastic lesson is the ability to profit from it. The huge sums spent in the past to secure "free" advertising need not be counted as wasted unless chiefs of other large concerns who are sinning against the light persist in not seeing the obvious truth.

Two court decisions—one in England and one in St. Paul—have asserted the illegality of the press agents' activity. One of these press agents has been dubbed by his fellow newspaper men (whose judgments usually go pretty deep) as the most rainbow-hued and sky-mounting bunch of hot air that ever tried to bunco-steer an editor or pad a column.

The Farmer and Population Movement

Though the full reports of the 1910 census are not yet available, the figures that have been published up to the present time lead to some pertinent conclusions regarding the distribution of buying power amongst the people of the United States. The rising status of agricultural periodicals and the increasing efforts that are being made to reach, through advertising, the farming population of the country, show the recognition of a tendency, though the forces back of it may be vaguely understood.

In the thirty years previous to 1900 the number of inhabitants engaged in agricultural pursuits in the United States increased 74.7 per cent. In the same period the number engaged in trade and transportation and the professions increased about 250 per cent, and in manufacturing and domestic or personal service the increase was about 150 per cent. Classing as urban population all inhabitants of cities or towns of over eight thousand population, it develops that 36 per cent of the people are now in the cities, against 16.1 per cent fifty years ago.

The number of persons to be fed has grown by leaps and bounds, while the relative number of producers of food stuffs has diminished, the inevitable result being that food production has fallen away below the consumptive requirements.

The increase in currency value of food products during the last fifty years looks small when placed beside that of manufactured goods. The actual average figures for agriculture are \$6,097,000,000, while for manufactured products they are \$14,630,000,000. Consideration of these figures in conjunction with the percentages given above shows that the per capita gains of the rural population have far outstripped those of the dwellers in cities.

Improved transportation facilities have been among the strongest factors in changing the attitude of the farming population. In the old days of limited transportation the cities had not the same attraction that they seem to have now. The result was an increase of farm population and farm production beyond the ability to make it profitable. The swing of the pendulum is now the other way. The consumer is paying the price and the farmer is steadily advancing and bettering his financial and general living conditions. Outside the cities the growing opportunities for travel have raised the standard of living and given the farmer a chance to learn his own more important place in the social fabric.

The talk of farm prosperity, therefore, shoots off the mark sometimes and becomes too optimistically rabid. Not all farmers are keen business men, nor have "applied modern methods." But the swing of population to the cities has put farming on a premium which all farmers, progressive and unprogressive, have shared alike.

Pullman Prosperity and Popularity

Popularity does not always go with prosperity, as many of the most successful corporations have found out.

The Pullman Company, which has enjoyed quite unexampled prosperity (having a balance of \$5,134,501 besides a dividend availability of 11.61 per cent on recently increased stock) has felt the cold displeasure of the public time and again, and is now practically compelled to reduce the price of upper berths. This corporation has pursued a policy of stand-offish reticence and even supercilious indifference, and is now reaping what it has sown. Its immense and practically monopolistic business has reached a gross total of \$38,880,805, an increase of five millions over last year, yet it is being Federally prosecuted and investigated.

If the railways are unpopular, even with their aims at courtesy, their rather inconsiderable periodical advertising and their more considerable legion of folders, etc.,—what must be the state of mind of the public regarding a corporation which never tells whether the public's patronage is appreciated or extends an invitation to use Pullmans! Whatever satisfactory service the public has had on Pullman cars has been credited largely to the railways which are lessees, for it is obvious to travelers that a Pullman without a railway to back it up and be responsible for service has no standards and is more or less irresponsible.

The picturesque colored porter has been the one saving link in giving even a trifle of humanity to this corporation, in the public eye. But why make a colored porter advertising manager of a business that owns or controls 5,285 cars and enjoyed a net income, clear of expense, of \$17,694,999 last year?

Why should it not seem conspicuously—nay, even imperatively worth while to set out to have a few words of mutual understanding with the client giving the company nearly forty million dollars yearly, practically under protest? The mutual meeting place—the country's public prints—are very handy and very capable to affect the mutually beneficial chats.

Advertising in "Better Fruit" Insures Better Fruit From Your Advertising.

Because "Better Fruit" offers advertisers the very highest **Quality** circulation obtainable anywhere.

12,000 prosperous American Fruit Growers and their families constitute the readers of

BETTER FRUIT

—the best and handsomest publication of its kind in the world. "Better Fruit" reaches all the big fruit growers West of the Mississippi. It is **their** magazine—devoted exclusively to their interests. They subscribe for it year after year, and it is read with interest by every member of these 12,000 families.

"Better Fruit" will give your goods the entree into these 12,000 American homes that are right now experiencing the comforts and luxuries that come with the fullest prosperity. "Better Fruit" affords you the only effective and economical way of reaching this rich market.

Let us send you a sample copy of "Better Fruit" and a rate card.

BETTER FRUIT PUBLISHING CO., Hood River, Ore.

NEWSPAPER NIGHT AT THE SPHINX CLUB.

BOTH EDITORIAL AND BUSINESS ENDS OF NEWSPAPERS RECEIVE COMMENT FROM ABLE SPEAKERS—THE EXTENT TO WHICH THESE TWO DEPARTMENTS OVERLAP AND INTERLACE.

The second dinner of the season given by the Sphinx Club of New York on the evening of November 15 was chiefly devoted to a consideration of daily newspapers and their responsibility to the general public both from an editorial and advertising standpoint. The speakers were Nathaniel C. Wright, editorial director of the *Cleveland Leader* and *Toledo Blade*; James Schermerhorn, publisher of the *Detroit Times*; C. W. Post, of *Postum-Cereal*; R. L. Goldberg, cartoonist of the *New York Evening Mail*; F. W. Aldred, of Providence, R. I., and Frederick T. Murphy, son of Patrick Francis Murphy, of the Mark Cross Company.

Mr. Wright proceeded to argue from the assumption that the business manager and editor of a newspaper should be equal in burden and in authority, for no honest newspaper is safe when the executive head of either of these departments dominates the other. "No newspaper," said he, "can give the public assured integrity and effectiveness with an editor who musses up in the business office or a business manager who commercializes the news and editorial columns." Portions of Mr. Wright's address will be found on another page.

Mr. Schermerhorn said in part:

It is a shabby trick to capture the reader with editorial upholding of the decencies of life only to deliver him over to the spoilers who lie in wait for him in the advertising section of the paper.

Nowadays we not only expect the saintly man to put his own house in order, but we want to know what kind of tenants are paying him rental for his other houses. What kind of tenants is the publisher renting to? "Third floor backs" or get-rich-quick crooks? The other tenants and the passers-by have a right to know.

There is a white plague and philanthropists are fighting it. The publisher helps in his editorial and news columns. But in his business section there is a black plague, an inky infection, in the form of spurious consumption remedies—offering false hope to the hopeless; brazenly guaranteeing to cure the incurable.

The awful cry of the despairing leper, "Unclean! Unclean!" ought to be branded upon newspapers infected by the black plague.

Hear a confession: I made as merry as a sportive lad can, at a Fourth-of-July celebration once, on an unearned dollar. A man paid me the money just for lifting a shell and showing a farmer the little pea underneath when my employer appeared to be looking the other way. The victim laid a wager that the pea was under there, and lost, of course.

I never knew till later, that I figured in that incident as a capper for a sharper.

What of the publisher who lures his readers into wild-cat investments by lifting the shell and showing the enticing pea. Is he an opinion-molder or just a capper? And he isn't too immature to know the sort of game he is helping in.

It is glorious to save the state at election time and send relief expeditions when calamity blights the land; but the genuine brand of national righteousness should begin with the newspaper that advocates it. It is better to protect the reader every day against chicanery and betrayal than to use tainted money for spectacular schemes of relief.

The great Tolstoy, the Russian seer who only recently renounced the world, told a student who came inquiring of his faith, that the world would not be better until he himself was better. Here you have national morality brought down to the unit. Here is the publisher's incentive to establish a parity between pretense and practice in the trustful reader's behalf.

The newspapers should not abandon guaranteed advertising to the magazines. They should not let it go forth that it takes fifteen cents to be virtuous in the business section of an American publication. And it is not alone the cultured and the well-to-do that should be protected against the spurious and the pestilential in advertising; here is a fine opening for a popular paper that wants to be and claims to be the people's friend.

HOW MUCH CITIES SPEND IN ADVERTISING.

The secretary of the Fort Worth, Texas, Chamber of Commerce, in a preliminary report of investigation to ascertain how much money is annually spent in municipal advertising, says that Buffalo and Parkersburg, W. Va., spend each year \$100,000; that Poughkeepsie, Memphis and Portland, Me., spend each \$50,000; that Houston, Texas, spends \$35,000, Des Moines \$30,000, and Huntington, W. Va., \$25,000.

A. A. C. OF A. COPY CONTEST NEARING CLOSE.

Only six weeks remain before the close of the Copy Contest for advertisements of the Convention of the Associated Advertising Clubs of America to be held at Boston, in August, 1911; and the committee of the Pilgrim Publicity Association, of Boston, in charge of the contest, wishes all prospective contestants to get their advertisements in at an early date. It should be noted that all copy submitted in the competition may be either type-set or designed ready for the compositor. If the latter is the case, the ad must be completely specified for the printer.

Three cash prizes and five honorable mentions are offered. The advertisements must be of standard magazine size, five and one-half by eight inches, and may have a border or other decorations. The following is the personnel of the committee which will judge the ads: George French, Henry P. Dowst, Arthur B. Harlow, Thomas J. Feeney and Irving W. Humphrey. They will consider suggestive and convincing copy in making the awards, worth 50 points; attractive design, 25; and the ad considered as a whole, 25. Mr. Dowst, the secretary of the committee, at 44 Federal street, Boston, will send any information about the contest that may be desired. All copy must be received by him before December 31st.

I beg to introduce to You

Mr. French Consumer

Will you take the opportunity of being acquainted with him? I can give you every information about successful campaigns to be started in France.

J. W. Arraines

149 Boul'd Magenta, PARIS



THE paper under the type is just as important as the thought under the language.

With **STRATHMORE QUALITY** Book and Cover Papers, the best printing papers made in America, you're sure to obtain your desired effect if all other factors are up to their standard. Your printer or paper house will show you the sample books—or write to us.

THE MITTINEAGUE PAPER COMPANY

The "Strathmore Quality" Mills

MITTINEAGUE, MASS., U. S. A.

HELPING RURAL DEALERS MEET MAIL ORDER COMPETITION.

HOW SEVERAL ADVERTISERS ARE REFUSING TO SELL THROUGH MAIL ORDER HOUSES AND BACKING UP RETAILERS IN THEIR EFFORTS TO MEET MAIL ORDER COMPETITION—FROM "MERCHANDISING."

By Paul E. Faust,

Of Lord & Thomas, Chicago.

John Smith, of Cresco, Iowa, is in the shoe business. He is in competition with two other shoe stores in town and three general stores. He is also fighting for trade in competition with mail order houses in Chicago, Minneapolis and Kansas City.

When he puts in a stock of goods he finds that he cannot buy any cheaper than the stores already in the field. He can have shoes made with his own name on them which net him a profit of an average of 33 1-3 per cent. per pair, but he is dealing with a value then which the people of his community know nothing about, and he realizes that it will be a hard pull to sell only those shoes which bear his own name and which have no identity as to value with the average consumer. He finds the other stores are established, doing a comfortable business. They are just as popular socially as he is and he looks about for some aid to enable him to break into the shoe trade.

It is logical then that he should determine upon some advertised brand of shoes that is known to every family in his neighborhood, which has been advertised so effectively that the standard of value is fixed in the public's mind, so that when he hangs up his sign and puts his advertisement in the papers that he handles — shoes, the people will immediately come to him because they recognize that he is marketing a well defined shoe value.

In a town like Cresco, John Smith can generally get an exclusive agency. He can have a shoe that is not sold by any other store in his town—he can have a

shoe that is not sold by mail order houses at all and which nets him on the average as good or better profit than an unadvertised brand of shoes.

It is true that his initial profit on the advertised line of shoes may be smaller than the profit that is marked on the non-advertised lines, but the advertised shoe seldom requires a clean-up sale or a cut price to move it, whereas this is the regular procedure with the non-advertised shoe, so that the profit percentage margin per year is as good or better with the advertised line as it is with the non-advertised. The dealer is able to sell a shoe that is known to every family in his neighborhood, which can't be sold by mail order houses, and which is produced by a manufacturer constantly striving to give the dealer advertising helps and store co-operation so as to build up a constantly growing business.

The dealer gets from the manufacturer this friendly co-operation because the dealer is the sole representative of the line of goods in the dealer's neighborhood. The manufacturer desires to build the dealer's account as much as possible. He therefore supplies him with advertising matter, booklets, circulars, window ideas and so on, and enables the dealer to be a live, progressive advertiser.

Take the case of the South Bend Watch Company, South Bend, Indiana. This concern manufactures the famous South Bend Watch. Very early in its career it had an opportunity to dispose of great numbers of watches to mail order houses which sell watches by catalogue. The South Bend Watch Company steadily refused to sell its watch except through the jeweler. It turned down every offer of the mail order house. It told the people through its advertisements that its celebrated product could be bought only of jewelers. The South Bend Watch Company pointed out to the people how the jeweler performed a valuable service in keeping the watches adjusted, in looking after their time pieces, by reason of being avail-

able at any time for correction of the watch.

Thus the South Bend Watch Company gave the jeweler a product to sell that mail order houses could not supply. It gave the jeweler a good living profit and it dignified the position of the jeweler by explaining to the people the service the jeweler rendered. This firm has gone still further to the extent of preparing advertisements for the jewelers to use throughout the year in newspapers, as well as letters to be sent to list of names, invitations to be used at holiday time, store cards, for store decoration, and many like advertising ideas. It has defended him against the competition of the mail order sellers.

Take the case of the Fuller & Johnson Mfg. Company, manufacturers of the celebrated Fuller & Johnson Engines. This concern gives one dealer in each locality

the exclusive sale of its remarkable Fuller & Johnson Farm Pump Engine, and in most cases the same dealer secures the exclusive sale for the Fuller & Johnson double efficiency large engines. The advertising that the Fuller & Johnson Mfg. Company has done is known to practically every man, woman and child in America, because it has been of such an interesting nature and has been published so continuously. When a dealer secures an agency for the Fuller & Johnson Engine—either the Fuller & Johnson Farm Pump Engine or the large sizes—he knows he is offering for sale a product that is known to every one. He has but to let his agency for the engines be known in order to attract to his store all the people in his locality who may be considering the purchase of an engine.

The Fuller & Johnson Mfg.

What's Your Specialty?

Ours is seeking out men who can write literature that *sells*. We pay their price (it's by no means light) and exact ours—original, forceful, order bringing letters.

Our men are "keyed up" by comparative tests and *must* turn out better copy than the ordinary "good" writer.

If not, we part company.

"Better results at the same expense, or the same results at less expense"—that's our specification.

Heads fall if it is not lived up to.

Can we serve you?

Send for "Advertising and Selling" (a distinction with a difference).

The Business Development Company of America

119 NASSAU STREET : NEW YORK CITY

Phone 5374 Cortland

1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"



The famous trade mark
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.
Catalogue "P" shows all designs.

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)

New York Chicago

MERIDEN, CONN.

San Francisco

Evening Wisconsin Prosperous Milwaukee

Population	380,000
Number of manufacturing plants	3,989
Number of employees...	105,919
Amount of Wages paid 1909	\$62,057,934
Capital invested.....	\$229,864,362
Value of year's production	\$323,354,823
Bank clearings.....	\$602,880,459.44
Post office receipts.....	\$1,500,000.00
Building expenditures...	\$16,488,440.00

If you wish to secure your share of this prosperity, use

The Evening Wisconsin Milwaukee's Leading Home Paper

It daily enters the HOMES of over 40,000 of these prosperous, well-paid people. It reaches the class that have the money to buy.

Rigid examination of circulation completed by the American Association of Advertisers Oct. 3, 1910.

JOHN W. CAMPSIE, Business Mgr.

CHAS. H. EDDY,
Foreign Representative.
New York Office, 1 Madison Ave.
Chicago Office, 150 Michigan Ave.
(Robt. J. Virtue, Mgr.)

Mr. Publisher!

Your greatest opportunity in ten years to easily increase your circulation.

Book your order early for the **New Home Library Census Wall Chart**, which will be the greatest circulation getter for the season of 1910-11.

I will give you the best **Census Cyclopedia** of your state, United States and world published for the money. Time tested and proven. No enterprising publisher can afford to be without this latest, most effective circulation builder. Write today for sample and special terms.

S. BLAKE WILLSDEN

Newspaper Premium Specialist
151-153 Wabash Ave. Chicago

Company had every temptation when it started out to dispose of the Farm Pump Engine to catalogue houses. It would never consent to sell the engine to any mail order concern. It had offers of capital to go into the mail-order business itself but would never do so. Again, thousands of inquiries from consumers are received each year which would enable the sale of a great part of the output at retail prices direct to inquirers; instead of doing this the Fuller & Johnson Mfg. Company advertises that the dealer is its distributor and whenever an inquiry in a dealer's locality is received that inquiry is turned over to the dealer. If there is no dealer it is made plain to the inquirer that the dealer is the regulation outlet and in case an order is forwarded to the factory the difference between the wholesale and the retail price is credited to the dealer's account who first places an order for the engines.

Thus the dealer is secured against mail order competition, for no mail order house can supply the product that the dealer controls.

The dealer is not in competition with any other concern in his neighborhood and the business he builds up and the attention he secures centers in his store.

These cases are mentioned to indicate with concrete illustrations, that advertising is intended to strengthen the position of the retailer. It is employed to assure the dealer of a fixed and constant profit not subject to inroads of cut prices. The advertising, first, last and at all times, defends the dealer against mail order competition, first by giving the dealer a product that the mail order house cannot sell, and second by building up a reputation and publicity which fights for trade with the same weapons that have given the mail order house its wonderful volume of sales in every section of the country.

"I had rather put a \$50 piece of copy into a \$5 space than a 50-cent piece of copy in a \$500 space."—S. C. Dobbs.

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IS POSTUM'S ADVERTISING
NEGATIVE?

BUFFALO, Nov. 15, 1910.

Editor of PRINTERS' INK:

After reading with interest your recent articles upon the "Positive vs. the Negative Argument in Advertising," I noticed that one of the very largest "negative" advertisers is the manufacturer of "Postum."

"Postum" everywhere and all the time bases its advertised selling argument upon criticism of coffee as a drink. So far as I can recall, no advertisement of "Postum" has ever appeared promoting its merits as a drink by itself, without any reference to coffee.

In view of the weakness of the negative argument in so many cases as reported in PRINTERS' INK, why could not Mr. Post, of Postum-Cereal fame, justify himself in printing occasionally a positive argument for the use of "Postum"? Why eternally knock the spots out of the coffee habit and never have a word to say about "Postum" for its own sake?

Personally I used "Postum" once. As I took my first sip, my mind was alert to make the comparisons with coffee so persistently made in the advertising. What was the result? I at once discovered that "Postum's" flavor was far less agreeable to me than that of coffee. Had "Postum" been advertised with no reference to coffee, doubtless it would never have occurred to me to set off so quickly the flavor of "Postum" against the flavor of coffee. Again speaking personally I might become a drinker of "Postum" if it were advertised as a very acceptable alternate to coffee or tea in the scheme of the day's beverages. Coffee for breakfast, "Postum" for lunch, and tea for supper, or any other order advisable.

People would then drink "Postum" without making comparisons which doubtless do not always result in favor of "Postum."

In view of "Postum's" reputed selling success, these suggestions may seem like urging Mr. Post to paint the lily. But would he not realize even a greater success?

JAS. K. BETHEL.

56,120
GERMANS IN
ROCHESTER

The
Daily Abendpost

**covers this large and ever-
increasing field**

vroom-



tailor

BENJAMIN DISRAELI
used to have 47 fancy waist-
coats in his wardrobe—what a
"mark" for the tailors of his day!

THAT, however, is not my
conception of a well-dress
man. I believe not in how *many*
suits, but in how *few* suits: not
in *quantity*, but in *quality*. No
doubt you and I agree on that
point.

Suits \$45.

Overcoats \$50.

Dress Suits, \$75.

Eleven fifty five Broadway

Why the Philadelphia Merchant Is a Generous Advertiser in the Con- solidated German News- papers.

He knows that the Consolidated German Newspapers alone reach the \$50,000 Germans in the city. That these Germans represent the very brightest type of old-world people, and that they are the best housed, best educated and most liberal spenders in the City of Brotherly Love.

He knows that for a low combination rate he can get into the 60,000 German homes.

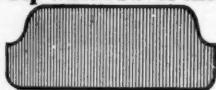
He is a far-seeing advertiser who includes these papers on his list when he comes into the Philadelphia field.

The Consolidated German Newspapers usually rank second or third in the morning field in volume of display advertising.

WEEK ENDING NOV. 1.

First Newspaper.....	93,525	Lines
Second Newspaper.....	80,775	"
GAZETTE	70,714	"
Fourth Newspaper.....	63,525	"
Fifth Newspaper.....	58,120	"
Sixth Newspaper.....	55,885	"

The Tip which Saves the Card



Treble the life of your filing system by using Celluloid Tipped Guide Cards.

Don't fray, crack, curl up nor show finger marks. Look neater than plain guide cards.

Celluloid Tipped Guide Cards are proof against ordinary handling. Tip folds over top of guide where wear comes. Other guides wear out in a third of the time. Ask your dealer for the famous one-piece tip or write us for samples.

STANDARD INDEX CARD CO.
701-709 Arch St., Philadelphia

WANTED

ADVERTISING getter aspiring to also publish, can acquire by long lease bond, an established monthly of Chicago trade weekly. First and only. Has subscribers in 35 states. Option to pay in advertising secured for the weekly. Let references include financial. Address "OPAR," care Printers' Ink.

Moving Picture News

Constantly growing. Circulates round the World where Motion Pictures are used. Advertisers more than satisfied with results. Write for terms and sample copy

Cinematograph Publishing Company
30 West 13th Street -:- -:- New York

St. Joseph's Blatt

Only German Catholic weekly on the Coast, 26,000 subscribers; seven columns; 8, 10; 12 pages; yearly contracts, \$1.00 per inch.

BENEDICTINE PRESS, Publishers
P. O. Box 309 PORTLAND, ORE.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

THE CLEAN-UP OF AMERICAN JOURNALISM.

PORTION OF AN ADDRESS DELIVERED BEFORE THE SPHINX CLUB—DECENCY AND GOOD FAITH JUST AS NECESSARY IN THE ADVERTISING COLUMNS AS IN THE NEWS AND EDITORIAL DEPARTMENTS—ADDRESS AT SPHINX CLUB.

By Nathaniel C. Wright.

Editorial Director, Cleveland Leader and Toledo Blade.

Beyond any question or shadow of doubt, American newspapers are becoming cleaner and more honest and decent day by day. And the American advertiser is keeping pace. There are plenty of bad ones left. We still see newspapers, and too many of them, lying blithely and brazenly in their news columns to attain political or other ends and we still have the occasional fire sale at 2½ cents on the dollar. But there are vastly less of both than we saw a decade ago.

Gone is the advertiser who used to cure man and beast of appendicitis, paresis and the pip all out of the same bottle, and who solemnly promised to add hair and subtract bunions with the same box of salve. And with them are going the yellow peri's in both news and advertising columns.

In the "yellow" days a department store could advertise solid mahogany book cases for a dollar seventy five, and genuine two carat diamonds for three ninety-nine and stay in business. But it can't be done very often now.

American journalism is cleaning up, along with a great many other lines of legitimate enterprise. The faker and the bunco man are losing caste. The editor who was always vociferously serving the people—with his fingers crossed—and the advertiser whose bargains were all in ink and never on the shelves, are mourning the good old days. The people of the United States are developing a healthy and most insistent appetite for delivery of the goods.

Honesty, gentlemen, is a bigger asset to-day than it ever was before. And it is your business and

mine, a responsibility shared alike by all of us, to keep that part of our capital unimpaired.

We must keep our papers clean, first page and last. We must carry out the spirit and the letter of our contract with our readers, to tell the truth—under our display heads and under our advertising rules as well.

We must shut our eyes to the temporary successes of dishonest competitors. And if the honesty of the paper's editorial policy is not reflected and sustained in the news and business departments, the house is divided against itself and must fall.

The "date line" fallacy is one of the most common errors in municipal boosting—to imagine that to manufacture "news," which will go broadcast dated from a certain city will compensate for what it costs, both in money and in self-respect.

Houston, Texas, has established a press bureau and it is stated that thereby it aims to "make Houston a synonym for Texas in general, whenever the non-Texan hears the word." It has a trusting degree of faith that if enough newspapers run articles with the Houston date line, that city will be "inseparably connected with the growth of the great Southwest." It will be interesting to observe how many newspapers will lend themselves to an unselfish furthering of Houston's ambition.

MEETING OF THE SPACE CLUB.

At the November meeting of the Space Club, of Chicago, E. St. Elmo Lewis gave a talk upon "Service," which he believes is one of the most vital factors in successful advertising. Mr. Lewis also explained the purpose of the new Advertising Managers' Association which, he said, was primarily to furnish information concerning the efficiency of methods and of media.

The Space Club is ten years old, and has a membership of fifty men. The members are solicitors, advertising managers of Western technical publications and Western representatives of Eastern publications. It is planned soon to publish a booklet for the use of the members that will contain important information about all of the fifty or sixty publications represented.

The G. W. Carroll, Jr., Advertising Company has been incorporated at Norwich, Conn., with \$50,000 capital.



"The Breeders' Gazette is the Farmer's Greatest Paper."

—W. A. HENRY, America's Foremost Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high-class business announcements.

Rate 50c. an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere or address

THE BREEDER'S GAZETTE
358 Dearborn Street Chicago
Member Standard Farm Papers Association

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

Are You Developing Your Export Markets?

Don't let your competitor get your share of foreign trade. The AMERICAN EXPORTER service gives you all the publicity you need to cover the important markets abroad. It includes also translations, ratings, information, etc., without charge. Write for sample copies and particulars.



AMERICAN EXPORTER
137 William Street
N. Y.

Established
1877

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

PLANS, copy, designs and layouts for booklets, folders, catalogs, advts, etc. promptly at reasonable prices. We have been doing this sort of thing for ten years. Painstaking, intelligent service. **BEERS' ADVERTISING AGENCY,** Bridgeport, Conn.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 50% past year.

THE TUSCALOOSA NEWS carries a greater amount of advertising than the total size of any other paper in West Alabama.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE TUSCALOOSA NEWS guarantees the largest circulation of any daily paper in West Alabama. Ask the man from Alabama.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

REAL ADVERTISING "About Cuba." An English-Spanish Business and Agricultural monthly. P. O. Box 1075, Havana, Cuba. New York Rep., I. C. Felleman, 18 Broadway.

ARTISTS

I DRAW CARTOONS Improve your house organ with cartoons. Submit idea, I'll send cartoon prepaid. Prices low to introduce. "DON PALMER," 807-87 Clark St., Chicago.

BILLPOSTING

FRED FEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

THE "sell product" kind of advertising is not a "BY-PRODUCT." Oh, no! It does not just occur, like twins—or toothache. "Really and truly" advertising is not a thing to be done by any one not busy in the half of some rainy afternoon hour, and then to be off of one's mind, thank Heaven!! for possibly six months. Oh, no! that's only space—"filling" or cutting, wastebasket "fodder." **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.**

We desire to open a New York office and are seeking a managing partner. We are the largest exclusive commercial bronze sign and memorial tablet manufacturers in America. We have no signs in the city, but the bronze signs on the Metropolitan Bank and McCreery's 23d Street store will give an idea of the commercial work. The memorial field is greater than the commercial, and will be explained by us. Correspondence invited only with those who have the necessary capital and executive ability to handle the proposition. **ROME BRONZE COMPANY, Rome, New York.**

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

FOR SALE

A FUCHS & LANG 44x64 CENTURY BRONZING MACHINE IN SPLENDID CONDITION. WILL SELL AT A BARGAIN. Space needed for other machinery. **EDWARDS & DEUTSCH LITHO. CO., Chicago.**

HELP WANTED

WANTED

BY LIVE SOUTHERN ADVERTISING AGENCY, artist who can write copy. Address "I. C.," care of Printers' Ink.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1896. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE,** Springfield, Mass.

ARTIST with well developed business sense, experience in advertising agency capable of designing catalogues complete and directing other artists and engravers. Fine place for thoroughly competent men. Give full particulars and state salary required. "COMPLETE," care of Printers' Ink.

MAN WANTED—To keep track of advertising accounts, checking system, etc. We want a man who has had advertising agency experience to look after our advertising after it has been placed with the newspapers. A man who knows how to check newspapers, how to correspond with them about mistakes, etc., how to check their accounts, how to send out instructions for insertions, and who knows the detail about the various kinds of cuts, type faces, etc. We are a large manufacturing concern in the middle west. State your qualifications and salary required, to "Box 23," care of Printers' Ink.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

LABELS

3,000 Gummed Labels, \$1.00
Size, 1x2 inches, printed to order and postpaid. Send for Catalog.
Fenton Label Co., Phila., Pa.

LISTS

NAMES FOR SALE.—I have 6,000 names of heads of families in Winnebago County, Wis. List just compiled and guaranteed correct. Sent post paid for \$30.00. FLORIAN LAMPERT, Oskosh, Wis.

NAMES FOR SALE.—We have 3500 names of heads of families in Orangeburg County. List just compiled at great expense and guaranteed correct. Sent postpaid for \$20.00. SIMS ADVERTISING AGENCY, Orangeburg, S. C.

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PERIODICAL WANTED

A PRACTICAL, energetic Editor desires to purchase half or complete ownership in weekly magazine or newspaper, with second-class postal privileges, in New England or New York State, outside Boston and New York City, for the purpose of developing the publication. Give full particulars. Address "BOX 21," care of Printers' Ink.

POSITIONS WANTED

TWO THOUSAND DOLLARS PER YEAR secures services of wide-awake copy man and commercial artist. Does fine work in line and wash. Address, Box 27, care of Printers' Ink.

EUROPEAN MARKETS—Englishman: Highly qualified; will accept position; manager or sales agent to firm of repute. Speaks French and German. Address full particulars. BOLAM, Postoffice, Annapolis, Md.

ADVERTISING writer and designer. Eight years' experience, four years writing copy for trade papers, four years designing and lettering for agencies and magazines; understands type and engraving. "Practical," care Printers' Ink.

ENERGETIC Advertising Manager, 35, exceptional executive and business producing ability, expert copy writer; open for engagement with first-class publication. 14 years' experience. Address "High-Grade," care of Printers' Ink.

COMMERCIAL ARTIST, at present employed as COPY MAN AND ARTIST by well-known agency, wants position in advertising department of large firm. Salary \$2500.00. Samples of work on request. Open after December 1st. Box 24, care of Printers' Ink.

ADVERTISING.—A reliable young man, well educated, with selling experience and possessing a knowledge of printing, plates and electros, desires position with agency or advertiser, where his knowledge and creative ability can develop. Address "D. E.," care of Printers' Ink.

ADVERTISING MANAGER.—High grade, experienced advertising man is open for engagement with progressive concern. A writer of sensible, strong, productive copy, and a splendid sales correspondent. Excellent catalog and booklet compiler and a successful buyer of printing and engraving. Competent to take entire charge of publicity end of business and make it build sales. Old enough to have sound judgment, and young enough to grow. Box 22, care of Printers' Ink.

YOUNG MAN whose letters are netting an income to him of \$2,500.00 a year, desires to make a change before the first of the year. Can handle any proposition where the sales-letter is used, matters not how hard a proposition you have to sell. At present state manager for a large Southern financial institution whose endorsement will go with the man. Will take your proposition at \$2,000 a year and show you 100% on your investment. Liquor and wild-cat schemes stay off. Address L. R. WILLIAMSON, 19 Chamber of Commerce, Richmond, Virginia.

A BETTER OPPORTUNITY WANTED.—Business manager of live western daily desires to enter a larger field. Present paper three years ago issued eight pages daily. Today an average of sixteen pages daily is published. Advertising has quadrupled and circulation trebled. How much credit is due to manager and how much to the growth of community the publishers will say. Practical experience in every branch of newspaper making. Went from bottom to top in both circulation and advertising departments. Have every qualification and the necessary energy to be a success in a greater field. If the opportunity is presented will leave here: Address Dr. J. L. B., 4259 Cottage Grove Avenue, Chicago, Illinois.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRESS WANTED

Meisel or Kidder Press adapted

for printing Autographic Register tickets in rolls Give full description and price in first letter. **GLOBE REGISTER CO.**, Cincinnati, O.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—*Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc.* Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

**THE WILLIAMS
PRINTER :: ::**
**Typographic
Service**

Telephone 2693 Madison

131 West 28th St., New York

PROSPECTUS WRITERS

WE specialize on original publicity work for firms, corporations and individuals about to go into business; write prospectuses for commercial, mining, oil, cement, orchard, farm, electric railway and industrial propositions; assist owners of patents in getting started. Write, outlining your project, and we will quote terms. **WM. HYDE & CO.**, 167 Adams Street, Chicago.

REPRESENTATIVES

A BUSINESS-GETTING Organization, fully equipped, over twenty-five years' experience, that knows how to get business, and having a continuous successful record, would consider the advisability of representing in the East one or two Western publications of known value and circulation.

Address "**BUSINESS GETTERS**," care of **Printers' Ink**.

**TO BE SURE OF
GETTING**
**Bound volumes of
PRINTERS' INK
for 1911**

you must make your reservation without delay. Only a limited edition is bound each year.

PRINTERS' INK in bound form is an everlasting business treasure trove.

Price \$2.00 each—four volumes to the year.

Printers' Ink Pub. Co.
12 West 31st Street, New York

**Make Your Employees
More Valuable
To You**

See that they help you more through being helped themselves by reading **PRINTERS' INK**. Don't trust to the chance of their being ginged up now and then when they just happen to see a copy. Safeguard yourself by subscribing for them. Many agents and companies do this for their solicitors and salesmen.

Four yearly subscriptions cost only \$5.

Printers' Ink Pub. Co.
12 West 31st Street
New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK'S Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA


Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, Advertiser, net average June, 1910, 17,640 dy; 22,335 Sun. Carries more foreign advertising than other Ala. newspaper. Best results.


Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for June, 1910, sworn, 13,338. You can cover Bridgeport by using **Telegram** only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,786; average for 1909, 7,729.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,739.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,329, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 16,847. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average 1909, 6,736. Fills rich, prosperous field.

Norwalk, Evening Hour. Average circulation exceeds 2,800. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,681; Sunday, 7,681.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,387 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily aver., month of Sept., 1910, 81,792 (©).

FLORIDA

Jacksonville, Metropolis. Average, 1st 6 mos., 1910, 13,788. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average month of May, 1910, Sunday, 24,644; daily, 20,623. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Champaign, News. Leading paper in field. Average first five months, 1910, 6,161.


Joliet, Herald, evening and Sunday morning. Average for 1909, 6,886.

Peoria, Evening Star. Circulation for 1909, 20,376.




Chicago Examiner, average 1909, Sunday 604,616, Daily 181,224, net paid. The Daily **Examiner** guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday **Examiner** SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

 The absolute correctness of the latest circulation rating accorded the Chicago **Examiner** is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, Record-Herald. Average 1909, daily net paid, 139,176; Sunday net paid, 183,331. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

 The absolute correctness of the latest circulation rating accorded the **Record-Herald** is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Sterling, Evening Gazette, average circulation for 1908, 4,400; 1909, 5,123.

INDIANA

Evansville, Journal-News. Average, 1909, 11,748. E. Katz, S. A., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend, Tribune. Sworn average Aug. 1910, 11,442. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport, Times. Daily av. Oct., '10, 10,853. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, *Eve. Journal*. Only daily in county. 2,009 subscribers. All good people.

Waterloo, *Evening Courier*, 52nd year; net av. June, '09-June, '10, 6,291. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in *Lexington Herald*, you cover Central Kent'cky."

Louisville, *The Times*, evening daily, average for 1909 net paid 45,488.

MAINE

Augusta, *Kennebec Journal*, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1909, daily 9,923; weekly, 27,763.

Lewiston, *Sun.* Daily average year ending, Sept., 1910, 5,241; Sept., 1910, av., 5,886.

Portland, *Evening Express*. Average for 1909, daily 15,219. Sunday *Telegram*, 10,806.

MARYLAND

Baltimore, *American*. Daily aver. 1st 6 mos., '10, 79,234; Sun., 102,476. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1909, 83,416. For Oct., 1910, 81,965.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)

1909, 180,278; Gain, 2,981

Sunday

1909, 323,069; Gain, 2,270

Advertising Totals: 1909, 7,325,279 lines

Gain, 1909, 468,579 lines

2,804,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over 100,000 copies monthly

Fall River, *Globe*. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,683.

Lawrence, *Telegram*, evening, 1909 av. 2,888. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1907, 16,822; 1908, 16,896; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality

Salem, *Evening News*. Actual daily average for 1909, 18,874.

Worcester, *Gazette*, evening. Av. '09, 16,776; first 6 mos. '10, 17,424. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (©©). The only Gold Mark French daily in the U. S.

Boston Post's GREATEST October

AVERAGE OCTOBER, 1910

The Sunday Post
275,055

Gain of 19,234 Copies
Per Sunday over October, 1909

The Daily Post
342,723

Gain of 45,991 Copies
Per day over October, 1909

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ Jackson, *Patriot*, Aver. Aug., 1910, daily 10,740, Sunday 11,868. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 25,806.

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for eight months ending Aug. 31, 1910, 90,196. Average circulation of Sunday *Tribune* for same period, 80,062.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.





Minneapolis, Journal, Daily and Sunday (©©). In 1909 average daily circulation evening only, **73,139**. In 1909 average Sunday circulation, **74,386**. Daily average circulation for Oct., 1910, evening only, **78,632**. Average Sunday circulation for Oct., 1910, **81,329**. (Jan. 1, 1908, subscription rates were raised from \$1.00 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. Av. 1909, **64,466** A. A. A.

MISSISSIPPI

Biloxi and Gulfport, Herald, evening, Daily circulation for 1909, **1,109**; January, 1910, **1,382**.

MISSOURI

Joplin, Globe, daily. Average, 1909, **16,113**. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1909, **38,332**. The John Budd Company, Eastern Reps.

St. Louis, National Druggist (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, **9,084**. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1909, **119,083**

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly. **143,308** for year ending Dec. 31, 1909

Lincoln, Press Press, weekly. Average year ending Dec. 31, 1909, **143,084**.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1909, **9,142**.

Jersey City, Jersey Journal. Average for 1909, **24,196**. Last three months 1909, **24,686**.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Ave. to-'07, **20,370**; '08, **21,326**; to-'09, **19,062**; March, '10, **20,263**.

NEW YORK

Albany, Evening Journal. Daily average for 1909, **18,921**. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1909, **82,908**.

Buffalo, Courier, morn. Average, Sunday, **86,737**, daily, **46,284**; **Enquirer, evening,** **26,596**.

Buffalo, Evening News. Daily average for 1907, **24,843**; 1908, **24,033**; 1909, **24,307**.

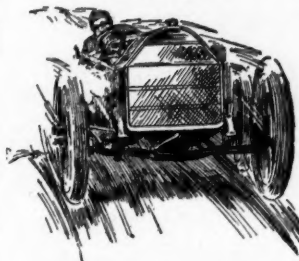
Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1909, **6,636**.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1909, **4,931**. Only daily here.

Newburgh, Daily News, evening. Average circulation entire year, 1909, **4,718**. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

NEW YORK CITY

Army and Navy Journal. Est. 1865. Weekly average, first four months, 1910, **10,999**.



FIRST

In the Automobile and Accessory Fields are

THE AUTOMOBILE AND MOTOR AGE

A combined circulation of **37,000** weekly. "Motor Age," published at **1200 Michigan Ave., Chicago**—"The Automobile," published at **231-241 West 39th St., New York**

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, **7,666**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, **25,903** (©©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. Over **250,000** guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, **6,541**; August, 1909 issue, **20,000**.

The World. Actual average, 1909, Morning, **360,503**. Evening, **299,569**. Sunday, **460,958**.

Poughkeepsie, Star, evening. Daily average year, 1909, **5,013**; first six months, 1910, **5,460**.

Schenectady, Gazette, daily. A. N. Lietcy. Actual Average for 1909, **17,470**; for Aug., 1910, **20,434**. Benjamin & Kentnor, 225 Fifth Ave., New York; Hoyce Building, Chicago.

Schenectady, Star. Average July, Aug., Sept., **14,271**. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Avar. 1909, daily **22,458**; Sunday, **40,922**.

Troy, Record. Average circulation 1909, **21,320**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, **2,883**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, **18,117**.

NORTH CAROLINA

Asheville, Gazette-News. Average, '09, **5,643**. Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

Charlotte, *Nrns. Evening and Sunday Aver.*, 1909, 7,346. Leads all evening papers in two Carolinas in circulation and advertising.

NORTH DAKOTA

Grand Forks, *Norman*. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For Oct., 1910, 81,999 daily; Sunday, 118,566.

Columbus, *Midland Druggist and Pharmaceutical Review*, 43rd annual volume. Best medium for reaching druggists of the Central States

Youngstown, *Vindicator*. D'y av., '09, 15,838; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *The Oklahoman*. Oct. 24,532 week day, 40,622 Sunday. E. Katz, Agent, N. Y.

OREGON

Portland, *The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign held and 6,440 in the classified. Sworn average circulation for June, 29,962.

Portland, *The Oregonian* (©). Oct. average circulation. Sundays, 68,324; Daily, 46,307. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

Erie, *Times*, daily. 21,054 average. October, 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, *Telegraph*. Sworn average Oct., 1910, 18,125. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.: Allen & Ward, Chicago.

Johnstown, *Tribune*. Average for 12 mos. 1909, 12,467. July, 1910, 13,462. Only evening paper in Johnstown.

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Oct., 1910, 83,454; the Sunday *Press*, 164,061.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 8,817; 1909, 8,822 (©).

You can at one cost reach nearly all of the quarter million homes in

PHILADELPHIA

by concentrating in

The Bulletin

NET PAID DAILY AVERAGE FOR
OCTOBER, 1910

241,632

COPIES A DAY

"THE PHILADELPHIA BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.
Chicago Office,
J. E. Verree, Steger Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Chester, *Times*, ev'g d'y. Average 1909, 7,788. N. Y. office, 225 5th Ave. F. K. Northrop, Mgr.

Washington, *Reporter and Observer*, eve. and morn. Circulation for June, 1910, 12,548.

West Chester, *Local News*, daily, W. H. Hodgson, Aver. for 1909, 15,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; daily net cir. first 6 months, 1910, 17,378, guaranteed.

York, *Dispatch and Daily*. Average for 1909, 20,015.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 12 mos. ending June 30, '10, 19,452—sworn.

Providence, *Daily Journal*. Average for 1909, 21,858 (©). Sunday, 28,128 (©). *Evening Bulletin*, 45,991 average 1909.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 8,237.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1909, 8,511. July, 1910, 8,964.

Columbia, *State*. Actual average for twelve months, 1909, daily (©) 14,436, Sunday (©) 14,969.

Spartanburg, *Herald*. Actual daily average for first nine months, 1910, 9,715.

TENNESSEE

Nashville, *Banner*, daily. Average for year 1907, 38,206; for 1908, 38,554; for 1909, 40,086.

TEXAS

El Paso, *Herald*, June, 1910, 11,602. Only El Paso paper examined by A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley, Av. 1909, 5,231. 1st 4 mos., '10, 5,718. Examined by A. A.

Burlington, *Free Press*. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans, *Messenger*, daily. Average for 1909, 3,194. Examined by A. A. A.

VIRGINIA

Danville, *The Bee*. Aver. Sept., 1910, 4,048; Oct., 4,064. Largest circulation. Only eve. paper.

WASHINGTON

Seattle, *The Seattle Times* (C) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 84,382 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,756,064 lines.

Tacoma, *Ledger*. Average 1909, daily, 18,798. Sunday, 26,156.

Tacoma, *News*. Average for year, 1909, 18,829.

WISCONSIN

Janesville, *Gazette*. Daily average, Oct., 1910, daily 6,462; semi-weekly, 1,793.

Madison, *State Journal*, daily. Actual average for Jan., 1910, 6,960.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation from April to Sept., 1910, 41,144. Gain over April and May, 1909, 8,768 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Rigid Circulation Examination completed by Association of American Advertisers Oct 3d, 1910. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Rigid Circulation Examination completed by Association of American Advertisers Oct 3d, 1910. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)



Milwaukee, *The Milwaukee Journal*, (evening daily). Average in Oct., 1910, 64,884; gain over Oct., 1909, 8,454 daily; average for 12 mos., 52,339 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh, *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine, *Daily Journal*. July, 1910, circulation, 5,183. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, *Tribune*. Actual net average year, 1909, daily, 8,125; semi-weekly, 4,994.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily Sept., 1910, 47,871; weekly 1909, 27,080; Sept., 1910, 26,597.

Winnipeg, *Der Norwestern*. Canada's National German weekly. Av. 1909, 18,163. Rates 55c. in.

Winnipeg, *Telegram*, dy. av. Sept. '10, 33,098. (Saturday av., 37,287). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for September, 1910, 97,638. Largest in Canada.

Results from Printers' Ink

2.—“ * * * * we received an astonishing number of inquiries from business men all over the country, their stationery showing them to be executives.” “ * * * a very large amount of desirable commercial business has come to us, which we must credit to Printers' Ink, as it is the only publication carrying a direct commercial announcement from us.”

Business Development Co. of America.

“Writers of Letters that Pull.”

Good, consistent advertising did its work here. Printers' Ink will do its share for you.

Printers' Ink Publishing Company
12 West 31st Street, New York

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

ALABAMA

THE TUSCALOOSA NEWS carries a larger number of paid want ads than any daily paper in West Alabama, the growing section of the growing South.

COLORADO

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (66), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE INDIANAPOLIS STAR

Rate One Cent Per Word.

Circulation 75,000

ONLY SUNDAY PAPER IN INDIANAPOLIS

Publishes more classified advertising than any paper in Indiana. It will be to your advantage to mention this paper.

The Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns

THE Boston Globe, daily and Sunday, for the first eight months of 1910 printed a total of 318,884 paid want ads; a gain of 14,117 over 1909, and 230,800 more than were printed by any other Boston newspaper.

MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATING



by Printers' Ink Pub. Co.

THE Tribune is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the month ended Aug. 1, 1910, 1,480,628 lines of classified advertising. Rates: 1 cent a word, cash with order, or 10 cents a line, where charged —daily or Sunday.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Oct., 1910, amounted to 224,672 lines; the number of individual ads published were 29,635. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City Jersey Journal leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE Argus, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown Vindicator—Leading Want Ad Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 35,514. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Daily average, September, 1910, 51,792 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (OO); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (OO). Reaches the textile mills. 6,000 guaranteed circulation. Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Engineering News (OO). Established 1874. The leading engineering paper in the world. Average circulation over 17,500 weekly.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (OO) has the largest circulation of any technical paper in the world. The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. October, 1910, sworn net average, Daily, 25,654; Sunday, 164,061.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 63,000.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in Tidewater.

WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (OO) and The Evening Mail. Circulation 18,768, Flat rate.

Business Going Out

The business at the Waltham Watch Company is now being placed by the Federal Agency. At the present time, magazines and trade papers are receiving most of the orders; but it is understood that newspapers generally will be considered in the near future.

The account of the National Fire-Proofing Company, of Pittsburg, has gone to the Frank Presbrey Company. Orders are going out to a large list of magazines, trade papers, and newspapers.

A new account is that of the Lutz & Schramm Company, of Pittsburg, manufacturers of pickles, preserves and other pure food products. This concern, which is one of the largest of its kind in the world, has never advertised heretofore, although its products are generally known. Plans are being made by the Frank Presbrey Company to use a very general list of mediums.

Women's publications are to be used by the George Batten Company in 1911 for the Harvey Chalmers Company, of Amsterdam, N. Y. Pearl and other kinds of buttons are to be advertised.

The schedule for Sirolin, the Swiss cough remedy, is just starting in New England dailies. The business is handled by the J. Walter Thompson Company.

The Welch Grape Juice business is now being placed by John Lee Mahin.

The newspaper campaign of the Bauer Chemical Company—Sanatogen—has started in the larger cities of the East. The business is placed by the Frank Seaman Agency.

Hardware papers are being used by the J. Walter Thompson Agency for the Maxim Silencer.

Lord & Thomas are placing the Bobbs-Merrill advertising extensively in newspapers for the holiday book trade.

Large copy is being placed direct by the Sweden American Match Company, Cincinnati, in newspapers generally.

Further renewals are being made by the J. Walter Thompson Company for the Horlick Malted Milk Company, Racine, Wis. The renewals are for two and one-half inches, three times a week, 156 times, in newspapers generally.

Among the accounts for which Staples & Lemons, Inc., Richmond, Va., are now sending out orders are the following: Lumsden & Son, 56 line space in Southern newspapers and farm papers; the Peruvian Guano Corporation, pages and 140 line and 280 line copy in Southern farm papers; the Old Buck Guano Corporation, page copy in farm papers, exploiting fertilizers; Southern Manufacturing Company, orders for 200 inches for Good Luck Baking Powder.

The next year's campaign for the Clicquot Club Ginger Ale Company, Millis, Mass., will again be handled by the George Batten Company. Newspapers will be used in territory where the product has distribution.

The Boston Sunday *American* is placing large copy in a list of New England papers advertising the Sunday edition of the *American*.

F. R. Perry, New England passenger agent of the Canadian Pacific R. R. is considering mediums for next year. Daily newspapers in New England cities are used covering one year's time. The business is placed direct.

The *Photo Era Magazine* is using several national weeklies advertising for subscriptions. The business is placed direct, 28 line space being used.

Pickard Bros., Brockton, Mass., will make up a list of mediums after the first of the year for the advertising of their air cooled runabout. Trade papers will be used.

The H. B. Humphrey Company is sending out orders on the advertising of the Economy Pure Food Company. Small space is used in New England papers.

Copy for the Penn Publishing Company, Philadelphia, is appearing in a selected list of magazines. The F. Wallis Armstrong Company, Philadelphia, who have been handling this account for six years, is sending out the orders.

The H. B. Humphrey Company is sending out copy for the St. James Hotel, Boston.

Roberts and MacAvinche, Chicago, are placing contracts with a number of newspapers for the Globe Pharmaceutical Company.

Orders are going to a few papers in large cities for the Franklin automobile, through the M. P. Gould Agency.

Contracts for 2,000 lines are being made in the South by the Federal Agency for the Freedman-Shelby Shoe Company.

The Wyckoff Advertising Company is placing some additional orders for the advertising of Smith & Anthony, manufacturers of the Hub Range. Daily and weekly newspapers in cities where the ranges are sold are being used.

A list of newspapers throughout New England is being used for the mail-order advertising of Haynes, Porter & Co., Boston. The account is handled by the George Batten Company.

This agency is also handling the advertising of the Mytib Tire Preserver Company, 56 line space being used in a few general publications.

The advertising of Wm. Welch Stanley, "Marquise" Tea, is being handled by the George Batten Company.

L. A. Hinds, Portland, Me., is placing a few orders for Swasey & Co. Small copy is used in weekly and mail-order publications.

The J. C. Ayer Co., Lowe's, Mass., is placing some advertising for "Buckingham" Dyes, one of their products, in a list of mail-order papers.

The P. F. O'Keefe Agency, Carney Building, Boston, is placing some copy for the Ivers & Pond Piano Co.; in a small list.

The F. Wallis Armstrong Company is sending out orders to a selected list of magazines for the Stokes Seed Store, Philadelphia.

The H. B. Humphrey Company, 44 Federal street, Boston, is sending out copy for the 1911 Bergdoll "30," manufactured by Louis J. Bergdoll Motor Company, Philadelphia, and represented in New England by Raymond Ware, 1024 Boylston street, Boston.

The Thompson-Koch Agency is making contracts for 1,000 inches in the South for Pape, Thomson and Pape.

The Benson and Easton Agency is placing orders for 1,000 lines with Southern papers for the Baker Motor Vehicle Company.

The Mahin Agency is placing orders for one page, two times, in the South for the Brooksville Hammock Company.

H. W. Kastor & Sons, Kansas City, are sending out supplemental orders for the Kansas City, Mexico, and Orient Railway, same city, to a few farm papers in the Middle West, a large list of dailies and weeklies of dailies, advertising farm lands and town lots along its lines in Texas. Three hundred and seventy-five line copy is being used.

Nelson, Chesman & Co., St. Louis, are sending order for small copy to a big list of magazines, women's publications and national weeklies for the Geo. A. Zeller Book Company, St. Louis.

The Blaine Thomson Agency is placing orders for two inches, sixty-eight times in the West for the Evans Chemical Company.

Orders for 500 inches are going to Southern newspapers from Lord & Thomas for the California Fruit Growers' Exchange.

The placing of the "R. & G." corset business has gone to the Presbrey Agency this autumn.

Plans are being made by the H. Sumner Sternberg Company for an extensive consumer campaign for "S. B. H. Sanitarily Boxed Handkerchiefs" for men and women. The advertiser will be the Stringham, Bauer & Herz Company, New York.

Women's fashion magazines and trade papers will be used by the Coupe & Wilcox Agency, New York, for a campaign on Mrs. Newcomb's Ever-Ready Button-Holes.

The Industrial Department of the Seaboard Air Line Railway Company is spending \$20,000 for advertising in leading farm journals in the East and West and classified dailies and magazines. The business is placed through the Freeman Agency, Richmond, Va.

The Lynchburg, Va., Chamber of Commerce is using trade papers and magazines through the Freeman Agency.

Plans are being made by Coupe & Wilcox for an extensive campaign in women's publications for the Browning Hook and Eye Company, Philadelphia. The "Can't-B-Seen" Hook and Eye is to be advertised.

Among other accounts on which orders are now being sent out by the Freeman Agency, Richmond, are the following: Planters Fertilizer Company, of Charleston, S. C., leading weeklies and farm papers in the South; "Gowan's" Remedies, six to twenty-four inches, three times a week, in a selected list of dailies; and the Milan Medicine Company, of Danville, Va.

Sherman & Bryan, Inc., New York and Chicago, will place the advertising for the Kuh, Nathan & Fischer Company, makers of "Sincerity Clothes," for the coming year. Magazines and metropolitan newspapers only to be used.

Sherman & Bryan, Inc., New York and Chicago, are now placing orders with the magazines and weeklies of national circulation for the Kahn Tailoring Company for spring, 1911. Only large space will be used.

Further orders for 5,000 lines are going to papers in the West from the McManus-Kelly Agency for the Hupp Motor Car Company.

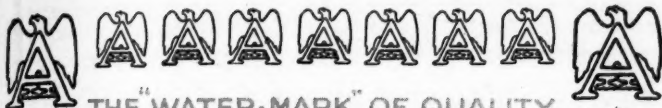
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Registered
Trade-Mark
Water-Mark

Largest



THE "WATER-MARK" OF QUALITY

ABOUT 84% OF ALL GOODS SOLD IN THIS COUNTRY

today are sold — directly or indirectly — through the influence of correspondence.

Letter-heads, then, must be necessarily impressive and productive.

If YOURS are to gain recognition for your goods or services they must reflect your integrity, and measure up to your business standards.

A Bond Paper with the "Eagle A" Water-Mark is the maximum of quality in business correspondence paper at its price.

This Water-Mark indicates 100% of actual paper value. Thirty-four Bond Papers are quality Water-Marked with the "Eagle A"—and each produces substantial productive stationery, according to your needs.

LOOK FOR THE "EAGLE A." IT'S A GOOD HABIT

But to have absolutely the most effective and productive stationery—specify



COUPON BOND

(Fac-simile Water-Mark)

—THE CONSUMMATE "EAGLE A" BOND PAPER—

COUPON BOND is of so high a quality—is so impressive and commanding in appearance—prints and lithographs so perfectly—and costs so little more than the paper you are now using—that not to adopt it is to lose 50% of the effectiveness of your correspondence.

Our new portfolio of COUPON BOND Specimen business forms demonstrates the truth of this argument. Send for it, and also ask for samples of Berkshire Text—the best "Eagle A" Paper for fine book-let work.



Registered
Trade-Mark
Water-Mark

AMERICAN WRITING PAPER CO.

23 Main Street

Holyoke, Mass.



Registered
Trade-Mark
Water-Mark

Largest Manufacturers of Commercial Paper in the World. Twenty-nine Mills

LARGEST DAILY CIRCULATION IN CANADA, WITHOUT EXCEPTION

Have You Anything to Sell

to the 500,000 French-speaking people
of Montreal and other cities and large
towns of Eastern Canada?

Here is one of the largest and most easily covered
fields in the Dominion for the enterprising manufac-
turer and distributor.

The large and wealthy city of Montreal,—with its
suburbs, Maisonneuve, Westmount, Verdun, etc.,—
the cities of Quebec, Hull, Sherbrooke, Three Rivers,
Valleyfield, St. Hyacinthe, etc., contain over 500,000
French-speaking people,—all good customers for
YOUR goods.

In addition there are 1,200,000 French-speaking
people in the villages and rural districts of Quebec
Province, besides more than 500,000 in other
Provinces of Canada.

A large proportion of these people read "La Presse,"
Daily or Weekly, and consider it a necessity in their
homes.

To the enterprising, progressive advertiser, little
more need be said. You want the trade of these
people,—they want your goods. Why not get
together?

You can reach them
through the columns of
LA PRESSE

MONTREAL, CANADA

Eastern Representative,
Wm. J. Morton Company,
Brunswick Bldg., New York

Western Representative,
Wm. J. Morton Company,
Hartford Bldg., Chicago

